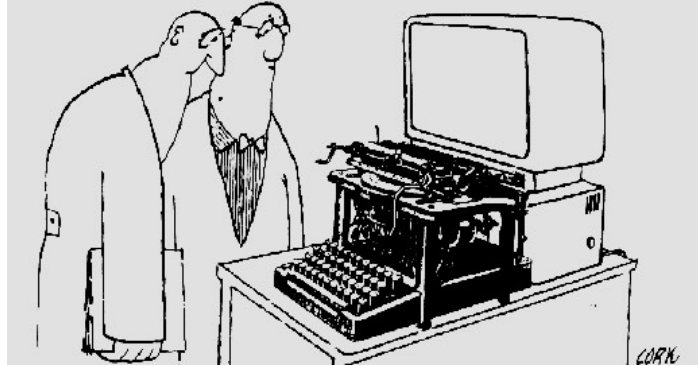


## Start Writing Right: 10 Tips

Stephen D. Lawn  
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1. You've got to: otherwise the work was never done!
2. If you don't read, you can't write!
3. If you don't know how to write, write with a writer
4. Know your targets and aim wisely: journals and types of article

5. Know what you've got:

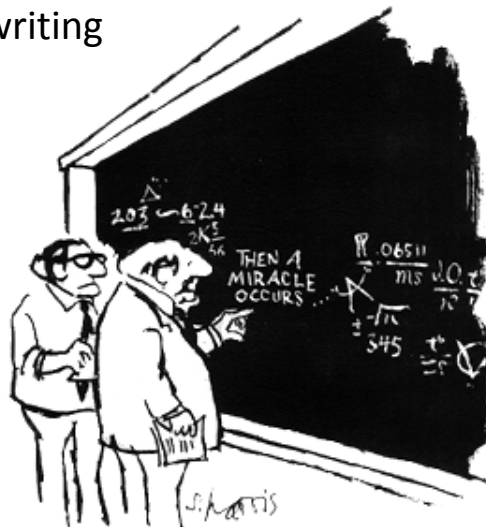
what's your message?

what's the incremental value?

6. Start before you stop: just do it!

(draft 1 is infinitely better than draft zero)

7. Use joined up writing



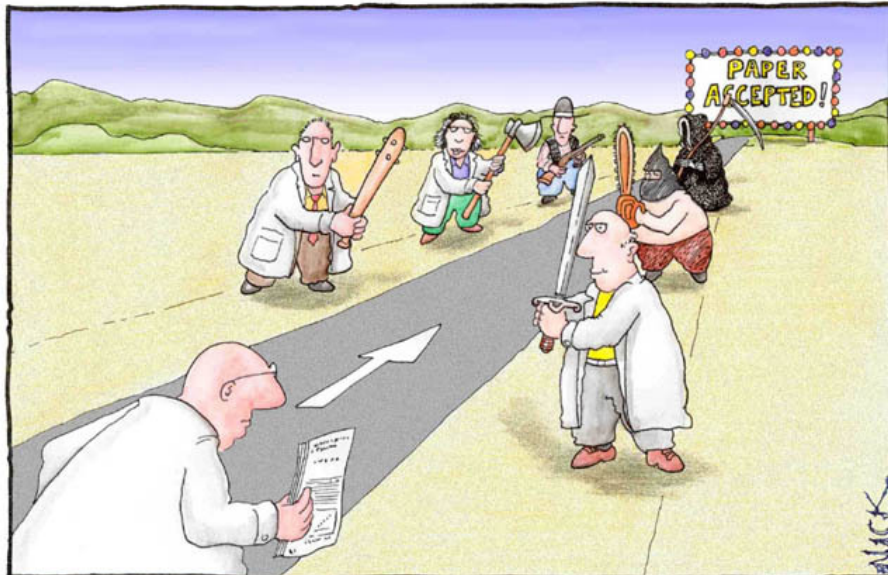
"I think you should be more explicit here in step two."

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8. Writing is iterative: takes time, like brewing

9. Sell it!

10. Peer review is NOT an adversarial system!



Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

# Tips for getting your work published



*Writing is 90% procrastination  
and 30% panic.*

Madhukar Pai, MD, PhD  
McGill University, Montreal

Editorial board member:

Lancet Infect Dis  
PLoS Medicine  
PLoS One  
IJTLD

- Target the right journal
- Tell a clear, simple story [identify your message early]
- Follow a clear structure [why you started, what you did, what you found, and what it means]
- Have others read your manuscript before submission
  - You could present your paper to a group and get great feedback
- Go through multiple drafts before submitting
- Make sure your final manuscript is polished and presentable (no typos, no bad formatting, etc.)

- Follow existing standards/templates (STARD, CONSORT, PRISMA, etc.) – use subheads liberally
- Clearly discuss study limitations
- Do not overstate the importance of the findings
- If asked to revise, address every comment and do it politely
- If rejected, use the reviews to improve the paper and quickly re-submit – perseverance is critical for success
- Disclose all potential conflicts
- As with everything else, you get better at writing/publishing with time!