

How to write a scientific masterpiece...

- Editors receive far more papers than they can ever publish
- Put yourself in their shoes and imagine how those who get to see the very best and worst of research in your field will judge YOUR paper

- Step back from your paper and ask yourself ruthlessly: how important are my findings? How many people would be fascinated to know about them?
- Really?

- If my results were never published, would that diminish any important understanding in my field? Is anyone ever likely to cite the paper? Are there far better examples of the same sort of findings (is this a me-too)?
- These are the first questions editors ask
- Being just OK isn't enough...

- Good manuscripts aren't written
- They are rewritten

Title & Abstract

- Title and abstract are VERY important. Often they will be the ONLY parts of your paper that an editor reads. If they sink an editor's interest, the rest is history. Make them stimulate the reader to want to know more.

- If you are writing for a specialist journal, don't waste words explaining fundamentals. Your colleagues know these things. Cut to the chase.

Referencing

- Beware of sloppy writing and referencing
 - use spell checker
 - double-check numbers
 - read the original papers

Responding to critique

- When responding to critique, be courteous
- Prepare a careful point-by-point response:
critique→comment→action
- Don't cherry-pick

Ethical writing

- Editors look very seriously at attempts of duplicate publication, plagiarism, touching-up of images, and so forth all the way to outright scientific fraud
- Don't even think about it...