

TOP 5 TIPS

How to get published in Nature – an ex-editor's perspective



DON'T ACCEPT A REJECTION BASED ON FUNDAMENTAL MISUNDERSTANDING OF YOUR WORK

It doesn't happen often, but if the reviewers have not grasped your work, and a scientific misunderstanding has resulted in rejection, you can (politely!) appeal



MAKE LIFE AS SIMPLE AS POSSIBLE FOR YOUR EDITOR AND PEER REVIEWERS

You want them on your side! They are looking for scientific impact, so make the message clear about what is novel in your paper, how unambiguous and generalisable are your results, and explain how your analysis is fit for purpose.



WRITE FOR YOUR VARIOUS AUDIENCES

Readers will include editors, reviewers, and journal readers, and they will have varying levels of specialist knowledge. Get your abstract right and write a narrative that structures each paragraph to enable selective reading (headlines first, detail afterwards)



CHOOSE THE RIGHT JOURNAL TO REACH YOUR TARGET AUDIENCE

Don't just go with the 'easy option' default journal – think about who you want to read your paper and aim as high as you can.



NEVER IGNORE REVIEWER FEEDBACK

Never resubmit to another journal without revising your paper – you never know when you might bump into the same reviewer again!