

Publishability

How to develop yours.

FRONTINUS

Introduction

To the first edition of this resource

Welcome. This resource is based on the fact that publishability is a function of both (a) the text that the author is planning to write/is writing/has written and (b) the author – that is, such things as the author’s experience, knowledge and understanding of the publishing context, presentation skills, positioning, and reputation. The author’s brand, if you like.

Currently, there is more guidance publicly available on (a) than (b). The purpose of this resource is to compensate by providing practical steps focused on author development.

This edition is a prototype. Our intention is eventually to publish the resource as a set of playing cards. Below you will find 54 slides (comprising four colour-coded suits, each with 13 cards, and 2 wild cards). We intend to strength the gamification elements in subsequent editions.

If you have any suggestions on how to improve the resource, do please get in touch.

Anthony Haynes

Director, Frontinus Ltd

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BUILD YOUR PLATFORM

Get a business card

In terms of developing your publishability, getting a business card is likely to prove your best investment.

Not having a card makes you look amateur and will lead to opportunities being missed. Getting a card requires very little time or money.

Once you have a card, keep supplies ready to hand. Cards are useful. Note that editors frequently keep cards – or pass them on to relevant colleagues.

Ensure your card always has your up-to-date contact details.





BUILD YOUR PLATFORM

Get a professional photograph

Get a high-quality photograph – one that you're entirely happy with in terms of expression, grooming, dress, background, etc.

Better still to get a set of photographs with variations (e.g. expression, dress, background, focal distance).

You can use the photograph(s) for a variety of purposes – for example, on your web page or to accompany a press release.





BUILD YOUR PLATFORM

Develop more than one edition of your CV

Develop various editions of your CV for use with people outside academia.

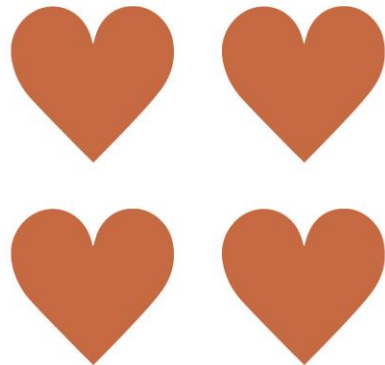
Develop a one-page and a two-page edition. Wherever possible, avoid jargon.

Make the sections on your academic achievements concise, selective, and accessible.

Give plenty of space and emphasis to broader aspects of your work – for example, experience of the media, collaboration with external partners, and project and stakeholder management.



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4 BUILD YOUR PLATFORM
♥ **Have your own web page**

You need a page that you have control of – one that you can readily update without requiring an intermediary (such as an administrator or IT officer).

Possibilities include:

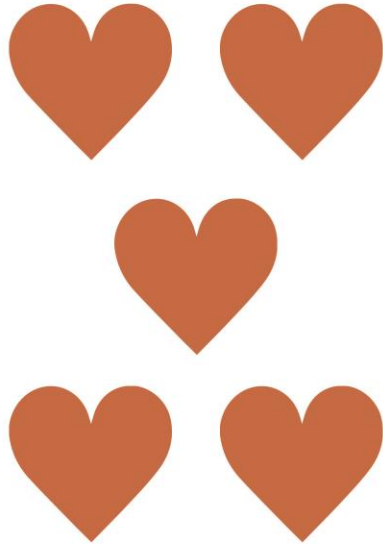
- your employer's website
- LinkedIn
- www.academia.edu
- www.researchgate.net
- your own website

Also restrict the accessibility of personal information about you elsewhere on the internet, for example on Facebook.

In addition, optimise your email signature: keep it concise, ensure it communicates to people outside academia, and consider linking to online material (for example, your web page, a press release).



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BUILD YOUR PLATFORM

Develop a public relations (PR) pack

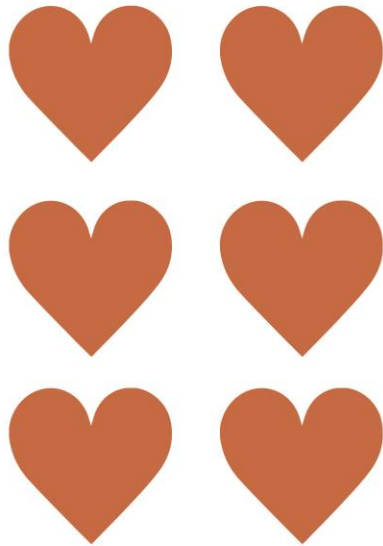
Design your pack for distribution (a) as a PDF and (b) on paper.

- Types of content can include:
 - your photo
 - your CV for use outside academia
 - a list of your press and media coverage
 - a clear, focused, message about:
 - your area(s) of expertise
 - your skills
 - how you can help people
 - how your work can help people
 - the key words associated with you and your work
 - endorsements/recommendations
 - up-to-date contact details

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BUILD YOUR PLATFORM

Participate at an event

Events may include seminars, panels, conferences, industry fairs, and public talks.

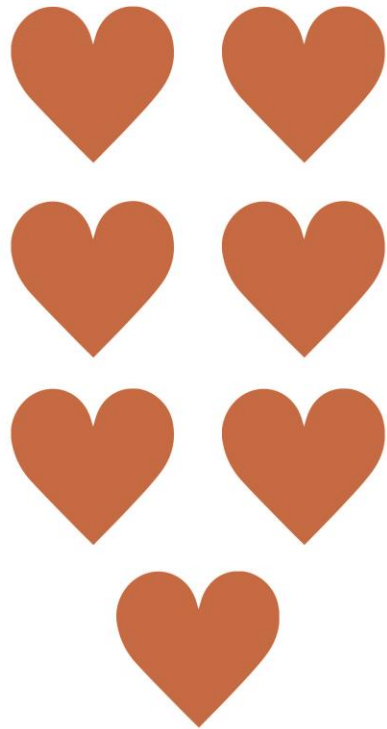
You can:

- present
- chair
- contribute to the Q&A
- simply attend and talk to people

Note that events need not be large scale, high prestige, expensive, or far away. Small-scale, focused, events can be better for networking. Local events can yield ready opportunities.

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BUILD YOUR PLATFORM
Have a letter published in a newspaper or magazine

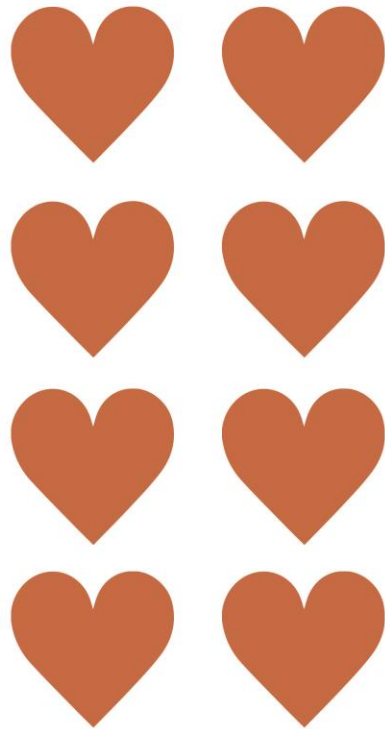
Letters get you writing for a wider audience.

Discovering which types of letters get published and which don't provides information about (a) where the interest in your work lies and (b) the best ways to couch your message.

Published letters get your name out there.

And they needn't take long to write.

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BUILD YOUR PLATFORM

Write a press release

Types of press include:

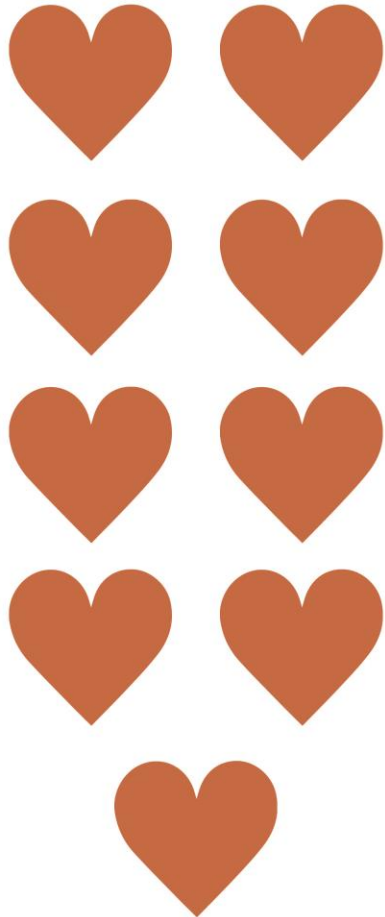
- local newspapers, magazines, newsletters, radio, and television
- professional/trade/occupational/specialist publications
- national media

Ideally, customise the release to suit the (type of) recipient.

For practical guidance, use the 'Writing a press release' resource in our Writing Protocols series: <http://frontinus.org.uk/Resources.html>.



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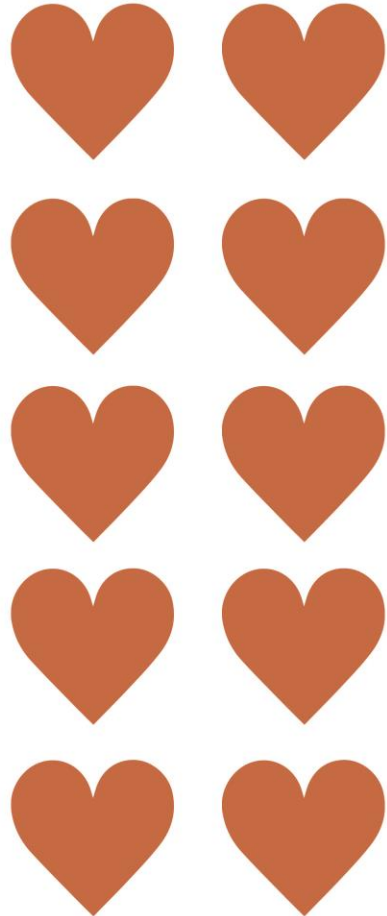
Be quoted

Develop relationships with journalists. Make yourself available to provide soundbites.

If your employer offers media training, take it.

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BUILD YOUR PLATFORM

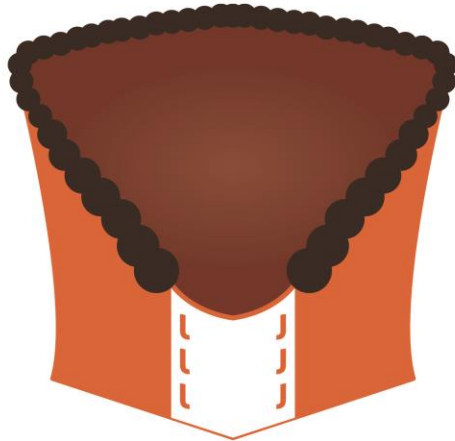
Be interviewed

Let it be known that you're available for interviews – for newsletters, magazines, blogs, newspapers, and broadcast media.

Note that small-scale and local do not equate with valueless.

You will need to be flexible with your schedule: press and media work tends to be highly time-sensitive.

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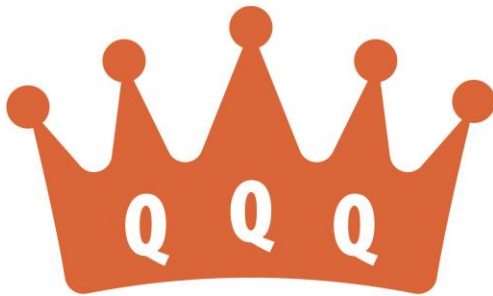
BUILD YOUR PLATFORM

**Contribute to a podcast
or give a webinar**

Look for organisations to partner with, so that you can leverage their resources and PR.

Consult the London School of Economics' resources:
<http://blogs.lse.ac.uk/impactofsocialsciences/the-simple-guide-to-academic-podcasting/>.

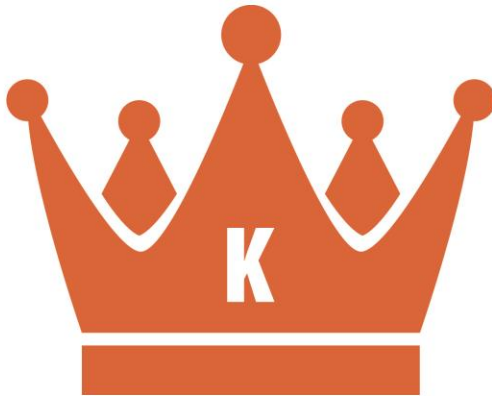




BUILD YOUR PLATFORM
Appear in a video online

Potential channels include YouTube and vimeo.





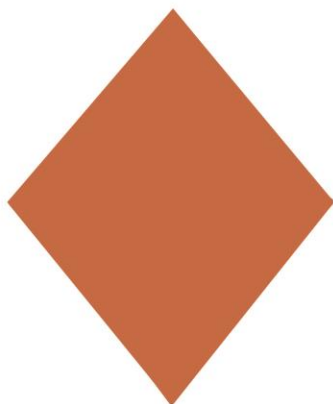
BUILD YOUR PLATFORM

Win a prize or award

For example, a prize for the best presentation at an event.

Remember to publicise it in some way, for example via your web page, your PR pack, or a press release.





GREY LITERATURE

Inform yourself about grey literature

Start with 'Harnessing the power of grey literature' in our Writing Protocols series: <http://frontinus.org.uk/Resources.html>.

Then follow up with the resources recommended there.





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GREY LITERATURE

Draw up a list of publishers of grey literature in your field

Consider:

- Universities
- Professional associations
- Learned societies
- Professional or scientific institutions
- Charities
- Think tanks
- Non-governmental organisations



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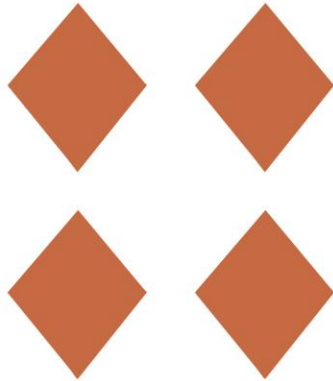
GREY LITERATURE

Have something published in a newsletter

For example, a review, a note, a query, a news item, or a op-ed/soapbox piece.

It's a start. It needn't take long and it gets your name out there.

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GREY LITERATURE

Publish a slide presentation

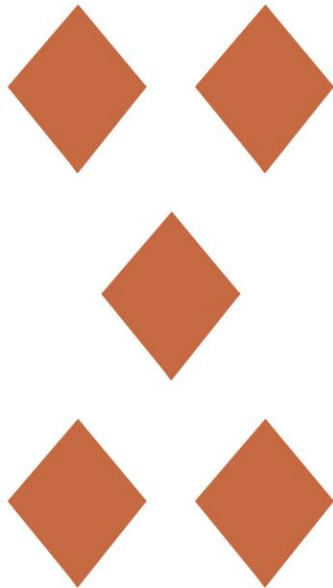
For example, on LinkedIn's SlideShare platform.

Remember to repurpose your slides: slides designed to accompany a presentation will typically require additional information and explanation in order to make sense to readers online.

Ensure you respect other people's intellectual property (for example, in quotations, tables, diagrams, and photographs) and remain within the law.



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GREY LITERATURE

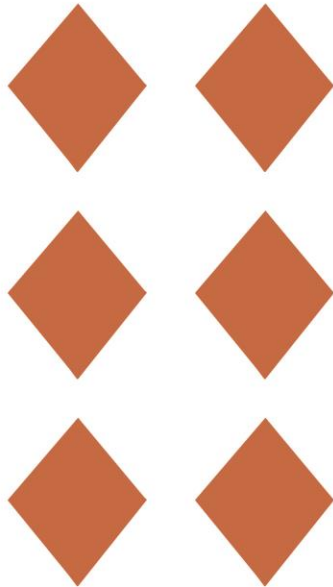
Write a guest blog post

See **kissmetric's** advice on how: <https://blog.kissmetrics.com/guide-to-guest-blogging/>.

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GREY LITERATURE

**Write or contribute to a small-scale,
accessible publication**

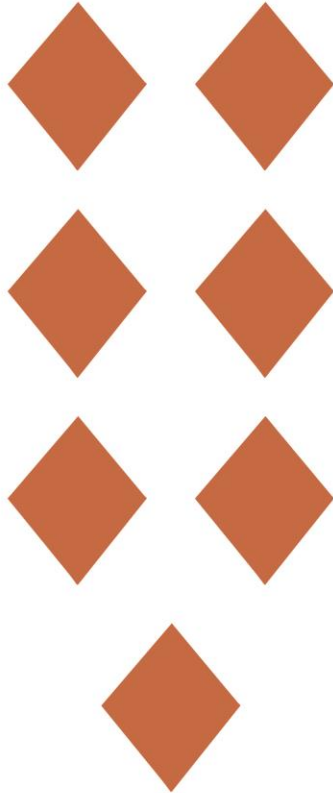
For example, a leaflet, pamphlet, booklet, or
briefing.

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GREY LITERATURE

Have an article published in a non-academic publication

For example, a professional, trade, occupational magazine or e-zine.

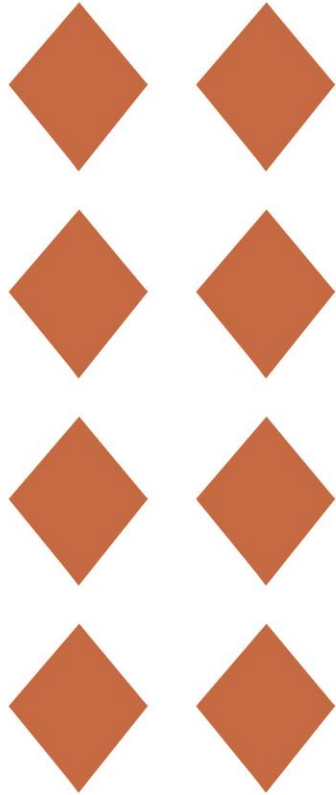
This will help you learn how to tell stories about your work and will gain you readers.

For guidance on story-telling, see 'A scientist's field guide to the media' by Colin Shanley on Cool green science: <http://blog.nature.org/science/>.

And on communicating with non-specialists, see Anne Osterrieder's expert advice on Global Plant Council: <http://blog.globalplantcouncil.org/>.



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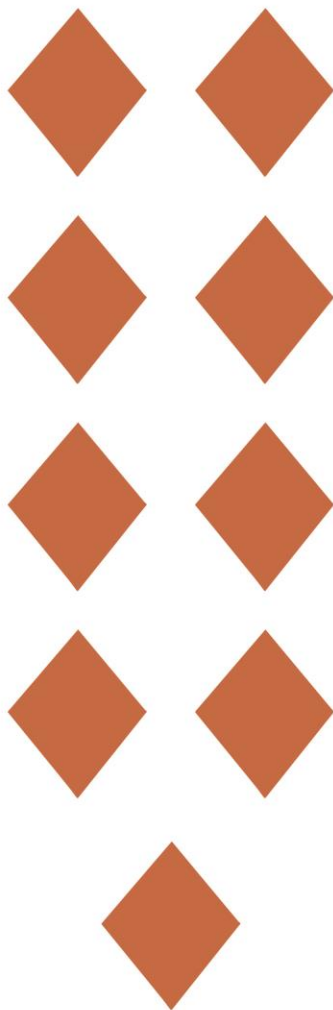


GREY LITERATURE

Publish an item via an online repository

And explore online repositories by using
COncecting REpositories' search tool: <https://core.ac.uk/search/>



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GREY LITERATURE

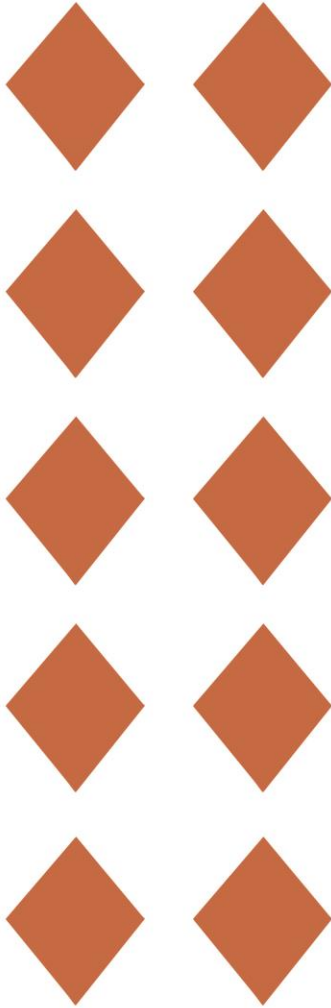
Present a poster

And ensure that it's then published online, though take care to respect other people's intellectual property rights.

Search for 'poster journal' online.

One outlet might be ePosters: <http://www.eposters.net/>.

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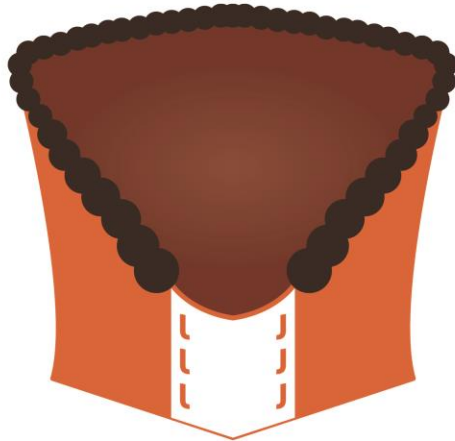
GREY LITERATURE

Publish a teaching resource

Teaching resources help to demonstrate your expertise and your willingness to communicate.

Make your resource as accessible as possible – seek to ensure that it's not restricted to a private, password-protected, site such as your institution's virtual learning environment (VLE).

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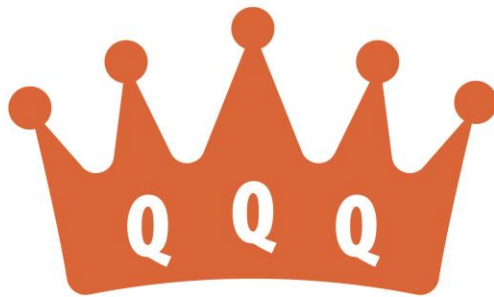
GREY LITERATURE

Author or co-author a report

...or white paper or working paper.

See Gordon Graham, *White papers for dummies*
(Wiley, 2013)





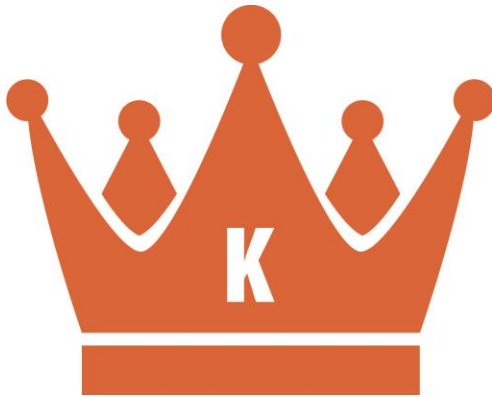
GREY LITERATURE

Write a review and have it published

For example, a review of a book, piece of software, online resource, or event.

Approach review editors; explain what type of thing you'd be pleased to review; and attach your CV.



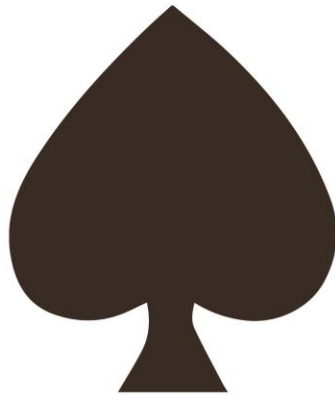


GREY LITERATURE

Have a conference paper published

Preferably in a volume of proceedings.





JOURNAL PAPERS

Present at a conference

Conference papers often form the basis of journal papers – and help to develop an audience for the paper.



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JOURNAL PAPERS

Draw up a list of potential journals

Use a range of databases such as Google Scholar, Thomson Reuter's Web of Knowledge, JSTOR, Scopus, and the British Library.

Also consult a specialist librarian or information scientist.

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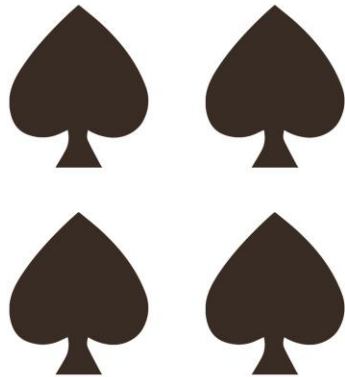
JOURNAL PAPERS

Decide which bibliographic software to use

Let 'Using bibliographic software' by Dr Irene Daly guide you: <https://writeyourresearch.wordpress.com/>.

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JOURNAL PAPERS

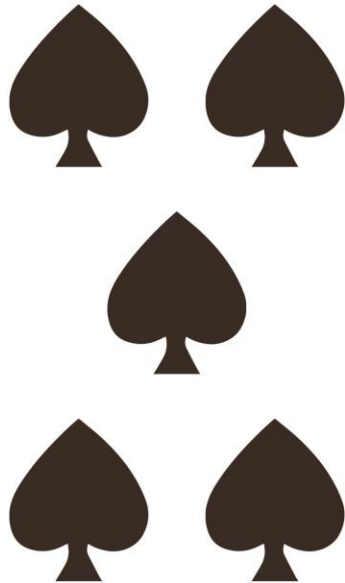
**Arrange to receive updates from
journals and journal publishers**

That way you'll keep up to date on such matters as special editions, changes of editor or journal policy, and new journals.

Use email newsletters, RSS feeds, and Twitter.

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JOURNAL PAPERS

**Offer to act as a peer reviewer
for journals**

The work is unpaid but provides valuable
experience.

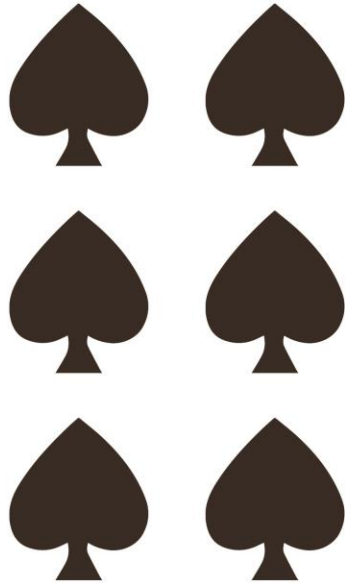
Write to journals with your offer, attaching your
(preferably customised) CV.

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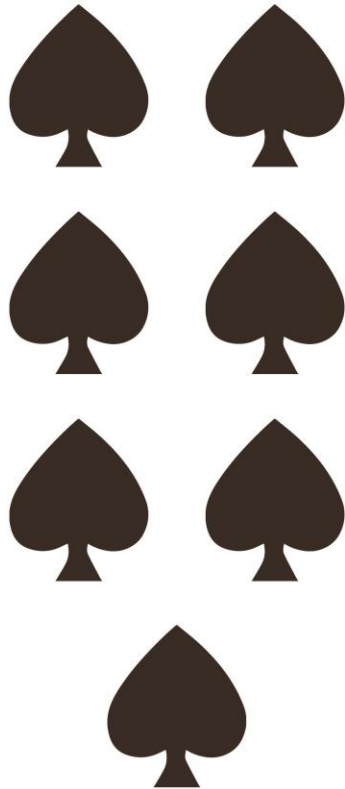
JOURNAL PAPERS

Submit an item, shorter than a paper, to a journal

For example, a review, note, or letter.

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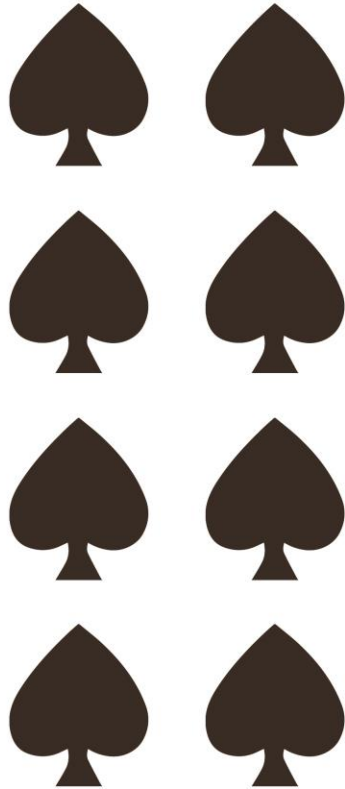
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JOURNAL PAPERS

Decide which journal(s) to target

Use 'Selecting a journal' in our Writing Protocols series to help you: <http://frontinus.org.uk/Resources.html>.


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The top-left corner of the card features a large black number '8' positioned above a black spade symbol.The top-right corner of the card features a large black number '8' positioned above a black spade symbol.

JOURNAL PAPERS

**Tailor your paper
to the target journal**

Use 'Tailoring your writing to a target journal' in our Writing Protocols series to help you: <http://frontinus.org.uk/Resources.html>.

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JOURNAL PAPERS

Set up your document to conform to your target journal's requirements

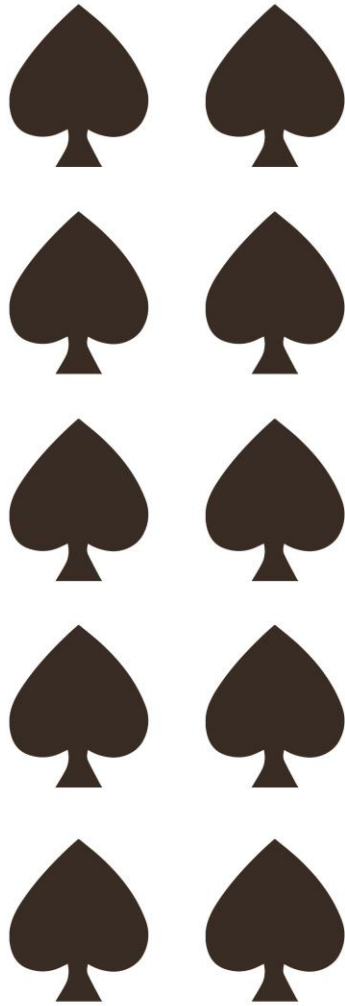
Use a template where possible.

Where necessary, adjust the settings on your spell-checker and in your bibliographic software.

Ensure in particular that you conform to requirements concerning both (a) formatting and (b) style.

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JOURNAL PAPERS

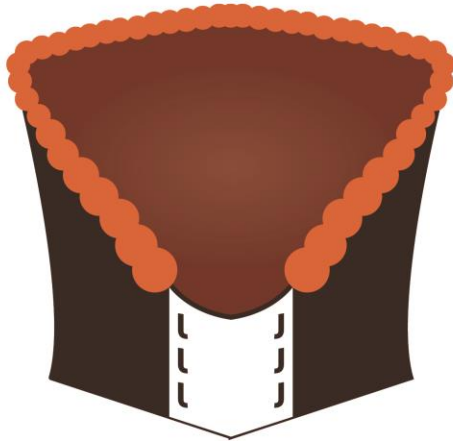
Nail your contribution

How does the field look different as a result of your research?

How does that help anyone?

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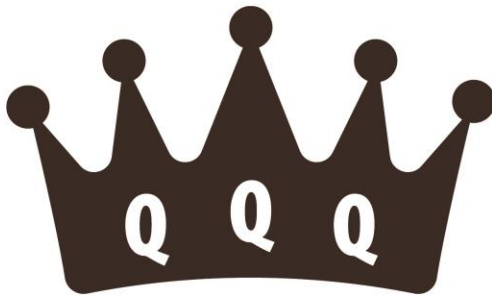
JOURNAL PAPERS

Decide your key words

Your selection of key words will affect, crucially, the discoverability of your paper – and also the way you present (or brand) yourself as a researcher.

Ask yourself which search terms your target readers are likely to use.





JOURNAL PAPERS

Write a cover letter

Summarise the paper's intended contribution and outline why you think it is appropriate to the journal.

Confirm ownership of the intellectual property and that the paper is original.





JOURNAL ARTICLES

**Respond to peer review diligently,
constructively, and courteously**

Allow yourself time to reflect carefully and calmly.
Identify positive feedback: use it to further develop the strengths of your paper.

Where you agree with criticisms, redraft the paper.
Where you disagree, explain why.

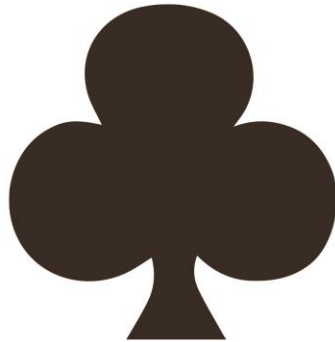
If you think a reviewer has misread your paper, redraft the paper to make it clearer so as to minimise the risk of continued misreading.

Ensure you respond to each and every point.

Remain courteous throughout.

See Elizabeth Wager, Fiona Godlee & Tom Jefferson,
How to survive peer review (BMJ, 2002).





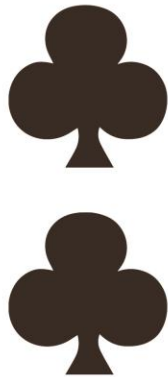
BOOKS

Draw up a list of potential publishers

Use bibliographic databases (for example, Amazon and the British Library catalogue).

Consult your network, a specialist librarian or information scientist, and – if possible – a specialist bookseller.



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BOOKS

Offer to act as a peer reviewer for book proposals and sample chapters

Write to commissioning editors (obtaining their names first) and attach a customised CV.

The work is usually paid (albeit poorly) and acting as a reviewer means that you join the publisher's family.

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BOOKS

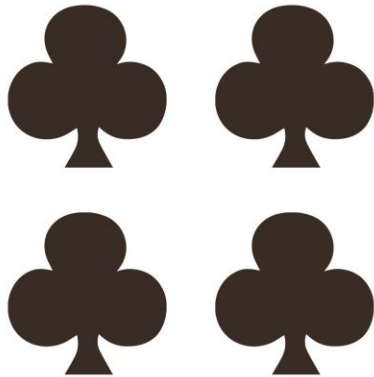
Meet a publisher

For example, at a conference or when they are campus-calling.

Have some collateral (for example, your card, your CV, your PR pack) to hand.



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BOOKS

Consider opportunities to publish material that has been published before

For example, something:

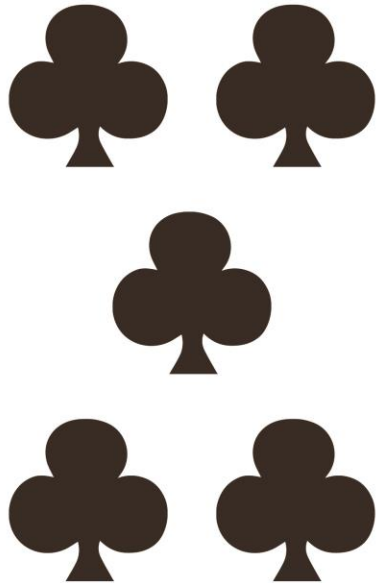
- that you've written before that would benefit from updating, extending, or re-presenting
- by somebody else that you could edit (for example, by providing an introduction and scholarly apparatus or by adapting for a different audience)
- that you could translate

Clarify the intellectual property position as far as possible before proposing the project.

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BOOKS

Decide which publisher(s) to target

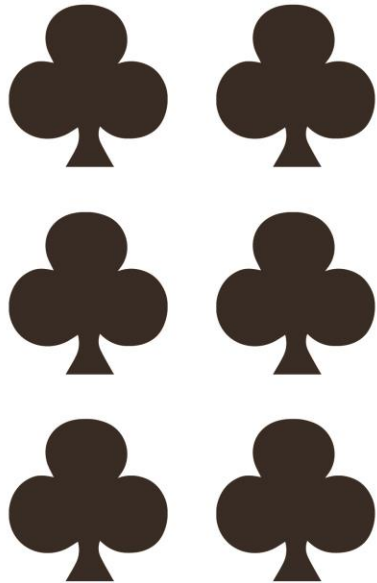
Identify the negative comments in each review.

Use the following questions to guide you:

- Does the publisher publish books in the genre in which you wish to write?
- Does the publisher publish books pitched at the level at which you wish to write?
- Does the publisher publish books on the subject on which, or in the discipline in which, you wish to write?
- Does the publisher have a series in which your book would fit?

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BOOKS

Write a sample chapter, if required

Find out from the publisher's website whether they require a sample chapter (or perhaps more than one).

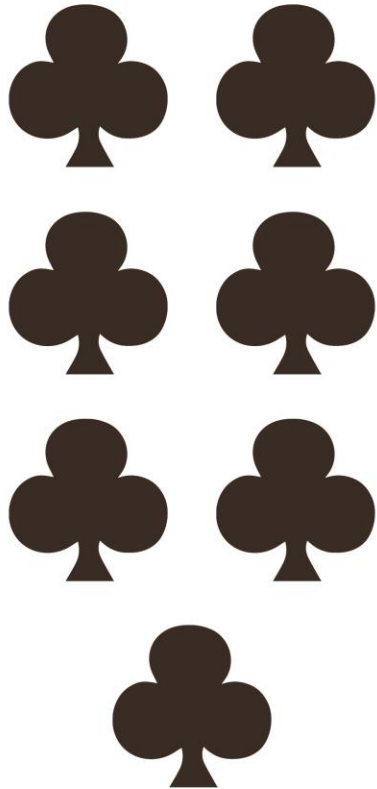
Unless specified, the chapter need not necessarily be the opening chapter.

If you base the chapter on a paper you've written, remember that papers are different things from chapters. Take time to customise the text.

Ditto thesis chapter.

Use the publisher's style guide.


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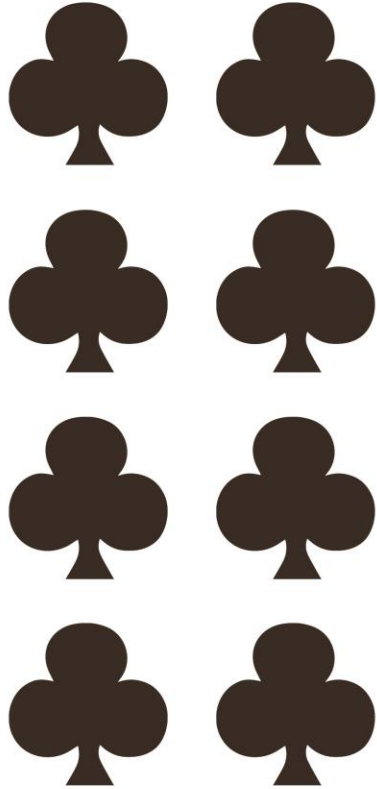
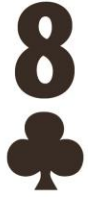
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BOOKS

Define the market for your book

Be as clear, realistic, and concrete as possible. Your thinking here will constitute one of the two most important points in your book proposal.

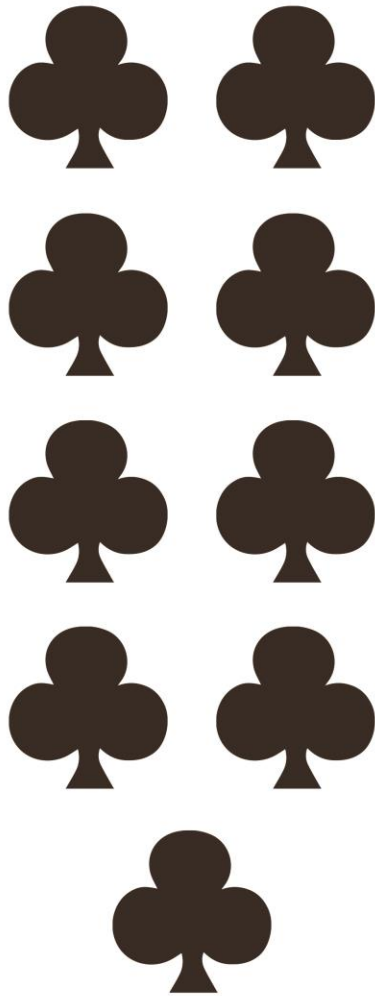

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BOOKS
**Consider how to combat
perishability**

What would help to make your book saleable
beyond the first year of publication?



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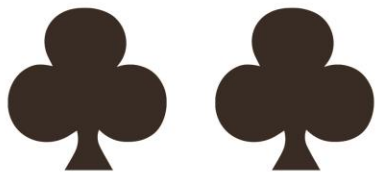
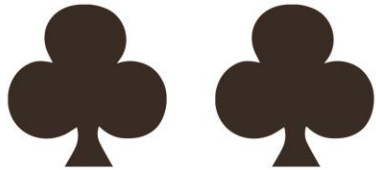
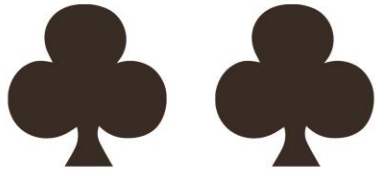
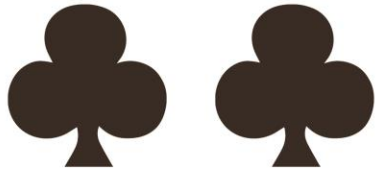
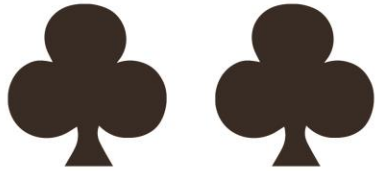
BOOK

Consider how to appeal to international markets

For example:

- cite research from abroad
- ask for endorsements, a foreword, or a contribution from experts based abroad
- detail in your book proposal your experience of dealing or communicating with foreign audiences or readers
- specify any non-Anglophone resources you may draw on
- consider whether to include content (for example, case studies) from elsewhere
- consider whether to include a glossary

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BOOKS

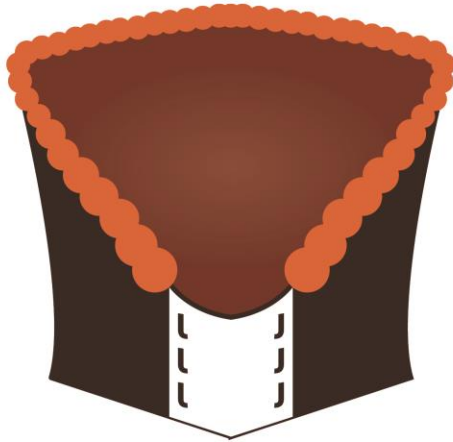
Articulate the benefits

How will your book benefit its readers? What will be the value of the book to them?

In particular, how will it help readers to behave or think differently?

A statement of the benefits is the second of the two most important points you will include in your book proposal.


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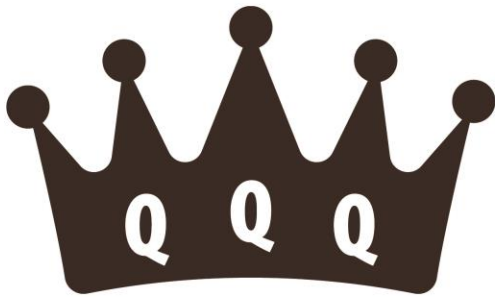


BOOKS

Develop a full book proposal

Use the book proposal tool on <http://writeyourresearch.wordpress.com> to help you plan the proposal.





BOOKS

Check whether the publisher has its own proposal form

The publisher's website will tell you.





BOOKS

When you're offered a contract, read it carefully and seek to negotiate

Use Dealing with publishing contracts in our Writing Protocols series to help you: <http://frontinus.org.uk/Resources.html>.





WILDCARD

Gamify

Each time you achieve one of the tasks suggested by this resource, give yourself a reward.

The bigger the task, the bigger the reward.



WILDCARD

Keep a record

Keep a detailed bibliographical record. Capture all your publications, no matter how brief or humble.

Similarly, keep a detailed record of press, media, and online coverage and contributions.