

## FIRST AUTHOR™ Seminars & Workshops

*Publish Well and Publish Often*

### So Much Research, So Little Time

You know the value of publishing your company's research in respected journals: it is the highest endorsement of your science and technology. Publishing boosts morale among your researchers and shows that you want to cultivate their research talents. It can also attract scientific employees and collaborators to your company.

But drafting and submitting research papers can be very time consuming. Younger scientists often don't understand how to publish well, and senior scientists don't have the time to mentor them. In addition, some of the best researchers have difficulties in crafting papers because English is not their native language.

### The Solution

Still Point Coaching's **FIRST AUTHOR™** seminars and workshops can dramatically improve your researchers' abilities to prepare manuscripts and publish them in the best possible journals. Our programs provide intensive and comprehensive training on all stages of writing and publishing manuscripts.

**FIRST AUTHOR™** seminars and workshops combine methods developed by journal editors, writing coaches, authors, and publishing consultants.

We offer both individual and group rates for our programs. Please contact us for details.

### Each Program is Customized

The seminars are customized for each group, and the workshops are tailored to the needs of each attendee. We consider the level of publishing experience, degree of comfort with writing, and facility with the English language when planning workshops.

Our team-taught seminars include a generous amount of time for questions and comments from the audience. Typically, the seminars run as two-hour sessions or half-day events.

The workshops offer an interactive forum. They cover the same material as the seminars but also allow participants to bring to the group their own experiences and concerns. Workshops include training exercises, such as crafting an abstract or writing a pre-submission query. The workshop usually consists of five to ten class hours with 12-25 members.

We supplement the seminars and workshops with handouts and suggested readings. Our programs can be customized to allow participation online.

### Additional Services for Researchers

We also coach individuals through all phases of manuscript writing and submission. Finally, we provide career and performance coaching for scientists at all levels.

Give your research the recognition it deserves.

## What You Will Learn

### Choosing a Publication Strategy

- What different types of journals and editors expect of their authors, apart from the published guidelines.
- What happens at each critical stage of the editorial process, and reasons why editors accept or reject manuscripts.
- How to choose the content of a paper and target a journal for submission.
- When you should choose open source journals.
- How to communicate with different types of journals.
- When and how to have journals compete for your manuscript.

### Getting it Done

- How to manage the writing and editing process, from outlining ideas to polishing the final draft.
- Which narrative styles work best for your paper—thematic, historical or both.
- How to avoid and treat writer's block.
- What non-native English speakers especially need to know.
- How to efficiently move manuscripts through the corporate approval process.

### Marketing to Editors and Reviewers

- How to write effective cover letters and improve your chances of a fair review.
- How to anticipate reviewers' comments and bulletproof your text.
- When and how to follow through after submission, including: maintaining contacts with editors; understanding differences in post-submission procedures; and preparing revised drafts and rebuttals.
- What and how to negotiate with editors.
- The care and feeding of egos, for editors and reviewers—and authors!

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