**EQUATOR Network Lightning Workshop**

**Planning your publication**

0. List authors and order

1. Define your message

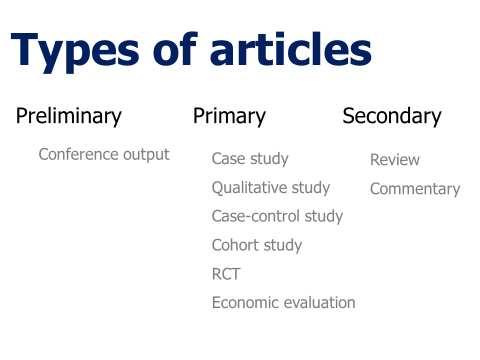
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| **Background**  The problem or evidence gap |  |
| **Methods**  What you did to solve the problem |  |
| **Results**  What you found |  |
| **Conclusions**  What it means and why it matters |  |

2. Decide the audiences and their next steps

* Healthcare professionals: all of them, nurses, a clinical speciality
* Other researchers: Laboratory, preclinical, reviewers
* Government and special interest groups
* Patients
* General public

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3. Choose a medium

* Academic journal
* Popular press
* Social media
* Guidelines
* Patient information

4. Write your acknowledgements

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5. Choose your target journal

1. A real journal (www.thinkchecksubmit.org)
2. Clinical/academic specialty
3. Author career requirements
4. Funder/institute requirements

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6. Get ready to write

* Instructions for authors
* Reporting guidelines

1. Revisit author list
2. Assign co-authors writing tasks
3. Get co-author approval of the plan
4. Identify missing information
5. Assign co-authors information-gathering tasks