



Your Work, Published

A Strategic Guide to Peer-Reviewed, Open-Access Publication

Clarify Your Contribution

Before choosing a journal or editing a sentence, define what your work adds to the field.

What question does it answer?
What problem does it address?
What would be missing if it were never published?

Tip: Draft 2–3 sentences summarizing your contribution. This becomes the foundation of your abstract and introduction.

Structure Your Manuscript

Peer-reviewed articles follow a similar focused structure:
Abstract · Introduction · Methods · Results · Discussion · Conclusion

Journal articles are strategic and concise (typically 4,000–8,000 words) that present core findings.

Tip: Condense. Refine. Prioritize your strongest contribution.

Submit with Confidence

Follow author guidelines precisely. Craft a strong cover letter.

Most published articles undergo revision. Respond to reviewer comments with clarity and professionalism.

Tip: Rejection is often about framing or fit, not value.

Know Your Audience

Misalignment between manuscript and journal readership is a common cause of rejection. Your primary audience determines framing, emphasis, and journal selection.

Are you writing for researchers?
Clinicians? Policymakers?
Community health professionals?

Tip: Review recent articles in your target journal to calibrate tone and structure.

Choose the Right Journal

Journal fit matters more than impact factor.

Consider scope, readership, article type, indexing, and open-access policies. Even quality work can be rejected without review if it is a poor fit.

Tip: Study the journal's aims and scope carefully before submitting.

Bonus: Open-Access

Publication shapes care only when people can access it. Open-access publishing removes paywall barriers and expands who can apply your findings.

Explore funding through grants, institutional support, or journal waivers.

Tip: Treat funding as part of your publication strategy.