

## The juice of your paper

Dear Readers,

There is a number of manuscript editing services (e.g. Biosciencewriters, Americanmanuscripteditors, Firstediting, Editage, Sfedit, etc.). Some of them provide useful hints for manuscript preparation which might be helpful also to authors of our Biomedical Papers. We would like to pinpoint few recommendations from two of San Francisco Edit newsletters (<http://www.sfedit.net/newsletters.htm>): „Developing an Effective Title“ and „Ten Steps to Writing an Effective Abstract“.

First, your title will be read by many more people than the rest of your manuscript. An effective title “sells” your manuscript to the reader immediately and influences whether or not a reader will read the manuscript. A title should be the fewest possible words that accurately describe the content of the paper (the recommended length is 10–12 words). The golden rule is: Express only one idea or subject in your title. And last but not least, make certain that your title and abstract match the final version

of your article. An improperly titled paper may be lost and never reach its intended audience.

Second, abstract is usually the first section read and sets the tone of the paper for the reviewer. It must be concise and easy to read and must cover the important points of the paper. The best way to write an effective abstract is to start with a draft of the complete manuscript, identify the major objectives, results and conclusions and assemble this information into a single paragraph. Omit background information, literature review, and detailed description of methods. Check to see if it meets the guidelines of the targeted journal and give the abstract to a colleague (preferably one who is not familiar with your work) and ask him/her whether it makes sense. Writing an effective abstract will improve the chances of your manuscript being accepted, encourage people to read it, and increase its impact. A number of studies have indicated that a badly written manuscript with poor use of English, even with good science, has less chance of being accepted and published.

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