

FROM THE DESK OF:



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5 ways you can ensure your manuscript avoids the desk reject pile:

Looking at your submission through the eyes of a journal editor

You've spent months working on your research and putting together your manuscript. You hit 'submit' then sit back and wait for the journal's decision. You feel a flicker of excitement when the email lands but then you read it: Your submission has been rejected. Why?

Here are five ways to look at your manuscript through the eyes of an editor, with tips to help you avoid the desk reject pile.

1. Sloppy copy

What the editor sees: Typos, grammatical errors and poor punctuation make a lasting impression on the editor. Mistakes do happen, of course, but a manuscript littered with language errors is difficult to read – errors can become so distracting that they get in the way of the content. Take care when you're writing, and think carefully as you type. Proofread your manuscript and ask your co-authors to proofread it. Before you submit. You may also find it helpful to opt for a [professional proofreading service](#).

2. Unclear message

What the editor sees: What are you trying to say about your research? Is your message clear or ambiguous? The editor will be looking for your message, particularly in your abstract. The results you're sharing are important, so don't let them down with unclear writing. [Professional language services can also help you make your message clearer](#).

3. Inconsistency and inaccuracy

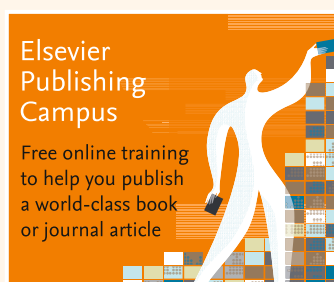
What the editor sees: Inconsistency gives the impression that your manuscript – and your research – is not rigorous. If the statistics in your results section don't match what you discuss in the conclusion, or if your table legend refers to the figure on the previous page, the editor will notice.

4. Unsuitability

What the editor sees: The editor will know immediately if your article is within the scope of the journal or not, and will desk reject on that basis. Many journals have specific sets of rules or criteria for authors, which editors use as a basis for rejection without review. You can use Elsevier's [Journal Finder to locate the most suitable journals for your work](#).

5. Unclear impact or novelty

What the editor sees: Depending on the journal, the editor will be looking to understand what's new about your research, and what impact it has on the field. They will be looking for a clear statement explaining to them why your manuscript is important and why they should accept it for publication in their journal.



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