**\*\*\* Before you start writing your article, read these instructions \*\*\***

Part 1: Prompts

The **first** thing to do is to write a few notes like this:

How would you explain the paper (and its importance) in just one or two sentences to a few different audiences:

* Someone without a science education past high school – or your uncle at the family BBQ
* Someone with only a little knowledge of the relevant physics (say, a chemist or an astronomer
* A physicist in your exact field

Write that in bullet form, if that works for you, or in sentences. Or a mix. Whatever works for you. You’re not going to publish this – it’s just to help you with your writing.

Try to capture why this work is important/interesting too…

* **big picture**: eg, will help in FLEET’s search for low-energy exciton transistors because…
* **smaller picture**: other researchers in my field will use this result to …
* **I personally found it really interesting/exciting** because …

And then try to explain the study in brief, bullet form, eg:

* The challenge was ABC
* We decided to approach [*this component*] differently
* We demonstrated that ABC produced XYZ
* That worked, because…
* Therefore we could do ABCXYZ
* Theory and experiment agree

**Think about industry (etc) applications: Who else (industry) can use this discovery?**

Are there any partners (particularly in industry) that might be interested in any aspect of your work? This doesn’t have to be specific businesses: try to think of ‘fields’ of industry that might find this useful.

What types of challenges/problems might this new discovery solve for a business? (If this connection would be really, really hard for this particular discovery, just approach this as a personal mental challenge: push yourself to suggest one industry application, but let me know if it’s tenuous!)

Are there ways we could reach out to those potential industry partners? Are there particular trade magazines they might read? Are there other ways we could show them what you’ve done.

okay, now you’re ready to start writing the article…