



How I decide

what to write

+ A C A S E S T U D Y



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I was brought
this copy



B E F O R E

Journal partners

There are journal partners that can pay some or all of your APC if your institution has no funding, has reached its quota of available funds or only pays part of your APC.

Select all the partners that apply to you

The problem was
not many people
were selecting
journal partners...

After 15 minutes
of *bombarding* my
colleague with
questions, this is
what I uncovered:

Some users *did*
not know
what a
journal
partner
was.

Some users
thought
they *did*
not need a
journal
partner to
help with payment.

Some users *did*
not even
recognise
the
journal
partners we
were showing them.

So, of course the
copy *was not doing*
its job.

Here are the
changes I made
and *why*.

AFTER

Journal partners

The following journal partners support the publication of {journal name} and could help pay your APC if your institution:

- + can't pay your APC because they don't have an agreement with us
- + has reached its APC payment quota
- + will only pay part of your APC

Journal partner types

- + A society you're affiliated with
- + A sponsor of a conference you submitted your manuscript to

Even if you do not recognise a journal partner, they still could pay your APC.

Select all the partners that apply to you

Start with the
thing they'll
care about.

Getting **someone**
else to help pay
their costs.

The 3 main reasons to *care* about journal partners.

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Basically, *don't* *rely* on your institution!

A reminder of who a journal partner

Journal partners

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might be.

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The call
to *action*.

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This new copy
is better
purely because
it answers the
problems users
had.

It gives a f*ck
about them.

p . s .

Writing good
copy is mostly
about giving a
f*ck.

"If we put ourselves in the other man's shoes we shall speedily detect how *unconvincing* our letters can seem, or how much we may be taking for *granted*"

The Inland Revenue



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