Abstract
Writing and publishing is arguably an almost intrinsic part of scientific endeavour. The speaker will present context, tools and perspectives related to writing up scientific results and research ideas, based on his experience as a professional manuscript editor at *Nature Physics*, as a scientific consultant and as a science writer. The audience will hear about typical editorial checkpoints, the changing publishing landscape, widespread myths and typical mistakes, and how an appreciation of these aspects can help to communicate more efficiently with grant agencies, editors, peers and a wider public.