1. **Thou shalt know thy audience** and select a journal that aligns with your research, findings, and contribution to the discipline.

2. **Thou shalt ensure your argument is in alignment.** Do not neglect the literature review as a powerful rhetorical tool.

3. **Thou shalt envision your reviewers as people that you know.** Name them.

4. **Thou shalt start from an outline** but let the writing process be generative.

5. **Thou shalt not discount the power of the ‘ugly draft’ and ‘sacrificial text.’** It’s impossible to edit what’s not there.

6. **Thou shalt honor the editing and revision process.** Each sentence should be meaningful, exciting, and purposeful. This is your art and your craft.

7. **Thou shalt find trustworthy writing accountability partners.** Expedite your productivity and serve as each others’ first round of peer review.

8. **Thou shalt have thick skin.** You are not responsible for your reviewers’ jaded worldviews, but there are nuggets of real truth in even harsh reviews.

9. **Thou shalt respond to reviews concisely and respectfully,** but thou need not engage in reviewers’ shenanigans.

10. **Thou shalt remember that publishing is a game** and is not a measure of your worth as a human being.

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