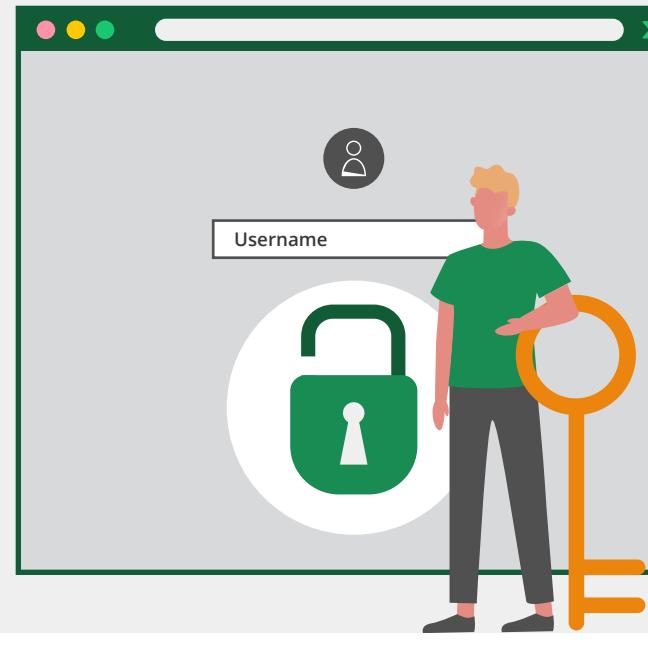


Want your research to stand out from the crowd?

Make it accessible!



Making your article more accessible can create greater impact for your research, but how do you go about it?



1. Add visuals

Visual abstracts and infographics provide a quick overview of your article's content, making it easier for readers to digest and share. Check the journal's author guidelines for acceptable formats.



Tip: You can use free design platforms like Canva to do this!



2. Simplify your research

Want to make your paper easy for more people to understand? Lay summaries are a great way to present a simplified overview of your work, and encourage more readers.



3. Present your research

Tell colleagues about your new paper, speak about it when networking, and find opportunities to present it more formally at upcoming events.



4. Use Wiley's Article Promotion Services

Give your paper the visibility it deserves. This fee-based [resource](#) helps you create your desired content pieces, including:

Videos	Posters	Cover images	Infographics	Lay summaries
--------	---------	--------------	--------------	---------------



5. Become a cover star

Grab attention by getting on the journal's front cover. Some journals allow you to feature an image from, or related to, your work on their cover.

Check the Author Guidelines on the journal's website.



6. Use video

Video abstracts provide an overview of your research so potential readers quickly understand its purpose and results. This is your chance to tell your audience why your work matters.