

The 10 Commandments of Publishing

Christopher A. Hertig, CPP, CPO
September 1999

- I. Pick The Right Topic – A Unique Area Of Expertise That Contributes To The Literature
- II. Know the Editor's Needs – Write For the Publication
- III. Outline – Throw Ideas On The Screen
- IV. Network With Writers And Editors And See All Of The Sources For Publication; there are more sources on web sites each day
- V. Understand the Audience/Readers
- VI. Understand Space Requirements of the Publication
- VII. Understand Time Frames For Publication
- VIII. Edit Continuously
- IX. Write in As "Reader-Friendly" A Style As Possible – use bullets, blocks, boldface, etc.
- X. Roll With The Punches Of Delay, Revision and Rejection – all of these will happen – do not become discouraged; just revise and move on

Chris Hertig is on the faculty at York College of Pennsylvania. He has published extensively and writes a monthly web column entitled "A Few Words" dealing with training/education on the Professional Security Television Network website at www.pstn.com. This article was originally presented to the Central Pennsylvania Chapter of the American Society for Industrial Security on August 19, 1999.