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Show ‘Em That You Care

Douglas Green offers some great tips in [his online piece](#)⁴ about how to advance one’s biomedical research. In the review of one of my major manuscripts, a reviewer called my tone “breathless” and told me to tone it down. I was actually flattered, but, yes, I toned it down. Now, however, I make it a point to put just a little tinge of “breathlessness” in my grants and papers—not too much or that reviewer might catch me again—but just enough to show that I really am excited about these results or these proposed experiments.

“If we expect to excite anyone about our work, a bit of how excited we are needs to come through in our writing.”

Having reviewed a thousand or so grants, I have found that I appreciated the grant seekers who tried, at least, to lighten up the tedium of reviewing. A figure on every page, the use of subtitles, the avoidance of acronyms, and, right in the middle—a joke! I love it when grant writers do that.

If we expect to excite anyone about our work, a bit of how excited we are needs to come through in our writing.

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We want to hear from you. Please e-mail your comments, criticisms, or differing viewpoints to mail@the-scientist.com

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