

Think about possible outlets ahead of time

What general topical area do you want to shoot for in a journal?  
(career/ topic/ niche)

Psychology

Other

Marketing

- Shoot for the best?
- Or feedback first?

What are the strengths of the MS?

Which journals suit the topic/style?

Which journals suit the methods?

Within the general topic area (e.g., Marketing) – What are the characteristics of the MS?

**SUBMIT!**

Narrow down the options in the evoked set/ keep back-up plans in mind