

# Guideline for **EPIS Think Tank**

Your Think Tank on  
Foreign Affairs & Security Policy



# Introduction

Dear EPIS Fellows,

Berlin,  
29. January 2025

With this guideline, we pursue two objectives:

- To give you a better **introduction** to EPIS, and
- To assist you in creating a **publication**.

**About EPIS:** The organization is hierarchical and group-based. The foundation of the think tank is you, the EPIS Fellows. You can get involved in the **EPIS Resorts (Working Groups, Report Groups & Formats)** which are led by the respective Resort Leaders. The Board oversees the overall direction of the association and is guided by the Principles and Advisors.

**About publications:** At EPIS, you can publish your texts and ideas already as students. We aim to organize this process as **flexibly** as possible while maintaining **high standards**. In the **"How to"** section and within the **Resorts**, you will find specific requirements regarding content and form.

We look forward to your contributions and send you our best wishes!

*Theodor Himmel (Chairman EPIS Thinktank)*

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# Our Organisation

## Board of Directors

Advisory Board

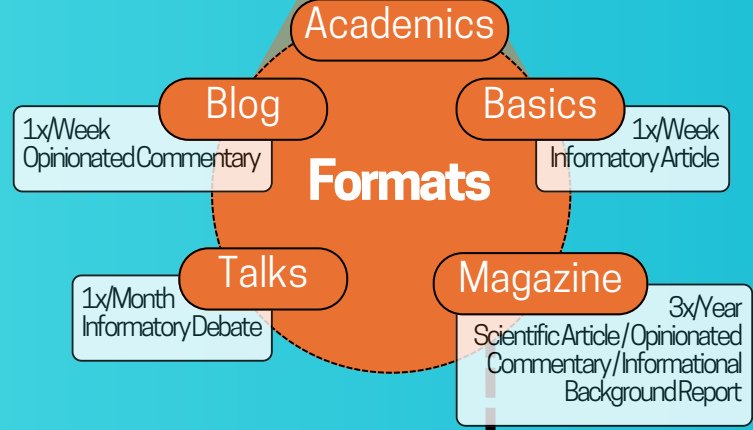
Cooperation Partners  
EuroDefense, YATA

- Website
- Delegations
- Social Media
- Internal Affairs
- External Affairs
- Administration
- Data Protection & Auditing

### Manager



### Manager



### Manager



## Assembly of Fellows

Networking Fellow

Junior Research Fellow

Senior Research Fellow

Alumni Research Fellow

Honorary Fellow

Sponsoring Fellow

Interested Dude

Bachelor Student

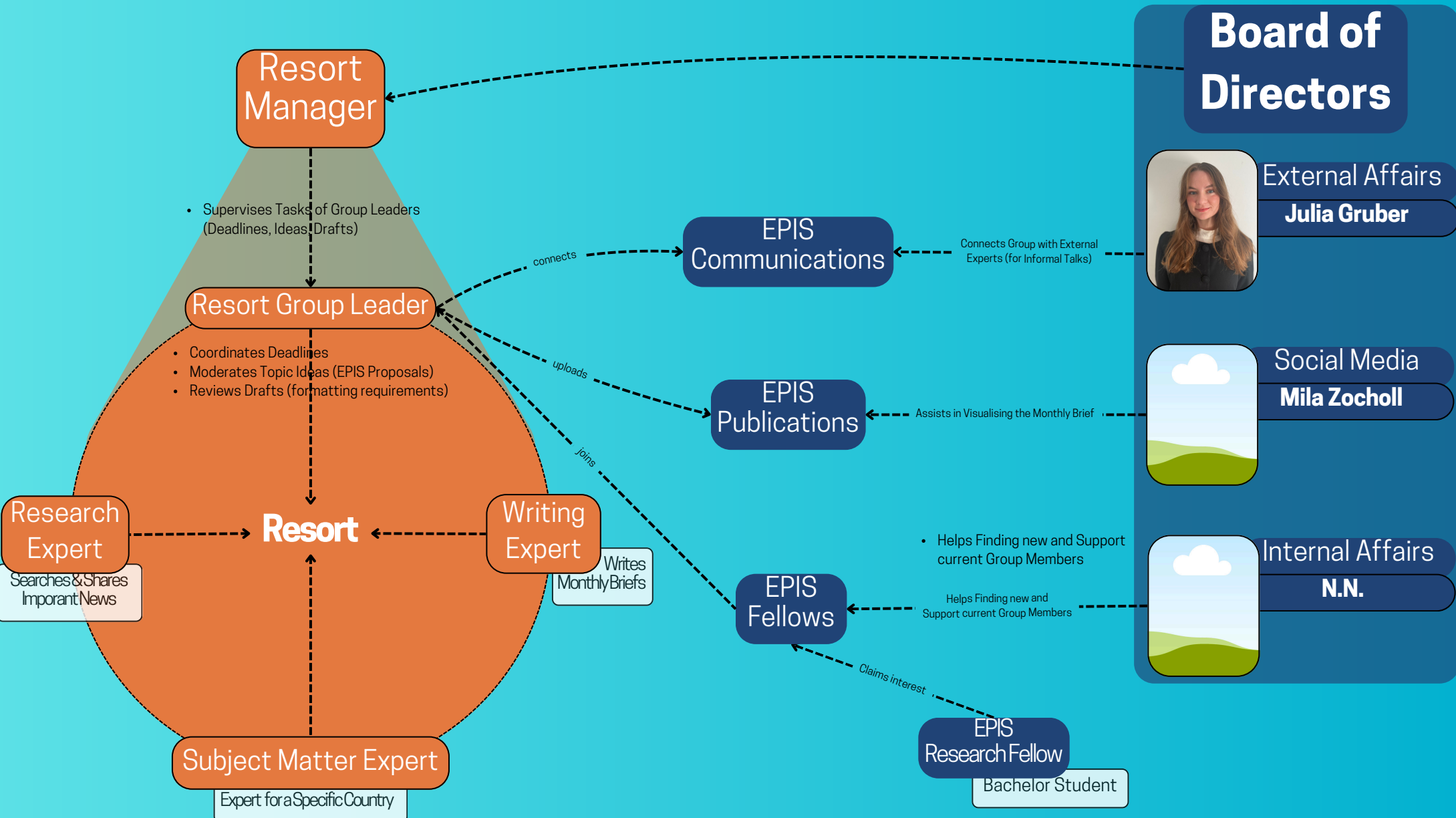
Master Student /  
EPIS Publication

Graduate Student

by Merits

> 50 €/Year  
Donation

# Our Organisation



# Our Board of Directors

First Deputy



**Johannes Hollunder**

Administration & Social Media  
+49 1764 5626864  
johannes.hollunder@epis-thinktank.de

Chairman



**Theodor Himmel**

General Management  
+49 1522 4065351  
theodor.himmel@epis-thinktank.de

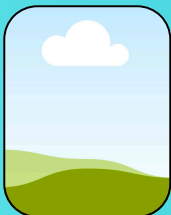
Second Deputy



**Karla Kohlhaas**

Internal Affairs  
+49 1703 674957  
karla.kohlhaas@epis-thinktank.de

Social Media



**Mila Zocholl**

Delegations



**Clement Stratman**

External Affairs



**Julia Gruber**

Data Protection  
& Auditing



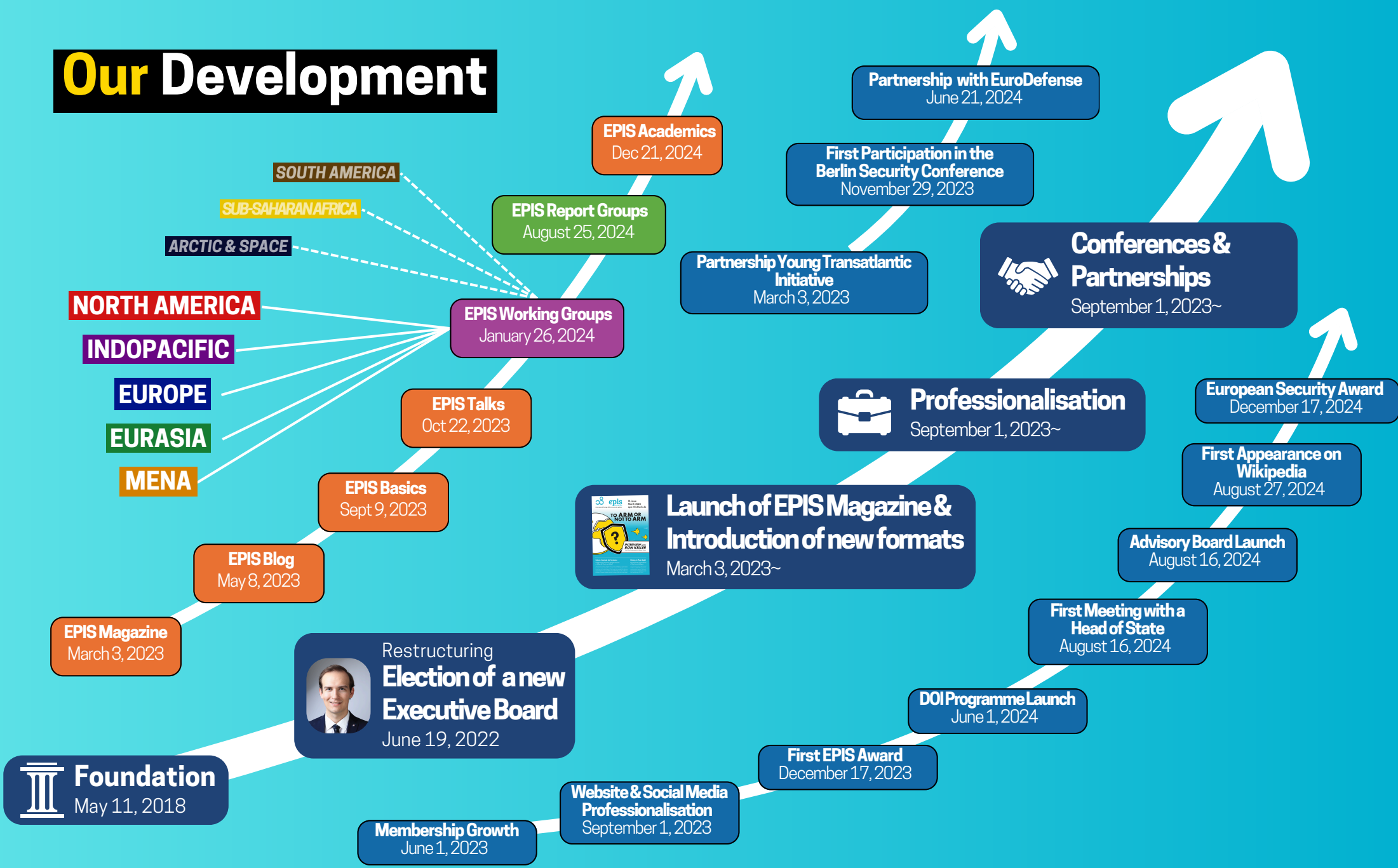
**Daniel Gerjets**

Website



**Leonard Strohwalde**

# Our Development



# Our Advisory Board



**Ron Keller**

## At the Moment

International Advisor on Geopolitics, Global Economics and Finance

## Prior Experience

- Dutch Ambassador to Russia, Ukraine, Turkey and China
- Advisor at the EU, EBRD, IMF and World Bank
- Senior Director at the Dutch Ministries of Finance and Foreign Affairs

## Learn More Here



# **Our Principles**

We follow

# 3 Principles

## **Neutrality**

EPIS does not take institutional positions on public policy issues. The views presented in our formats are those of the authors and do not represent the views of EPIS Think Tank.

## **Factuality**

Views presented in our formats are based on facts and not on feelings.

## **Collegiality**

As a network of students, we support each other through constructive debate and productive exchange



# Frequently Asked Questions

## About EPIS

1. **What does EPIS stand for?** EPIS (short for the ancient Greek ἐπιστήμη epistḗmē) stands for "insight, knowledge, ability, science."
2. **What does the EPIS Thinktank do?** As a thinktank, we are active in four areas: 1. Publishing texts by our EPIS Fellows, 2. Networking with experts, 3. Sending EPIS Fellows to conferences, 4. Collaborating with stakeholders.
3. **Can I make a suggestion?** Of course - EPIS encourages initiative! Do you want to interview someone? Have an idea for a new format? Want to take on responsibility? Contact Karla Kohlhaas.



## About Membership

1. **How can I join?** Visit us on [epis-thinktank.de/become-member](https://epis-thinktank.de/become-member), and fill out the application form. Our Internal Affairs Manager Karla Kohlhaas will contact you.
2. **What is the membership fee?** 15 EUR per year.
3. **What are the benefits of being an EPIS Fellow?** As an EPIS Fellow, you may: 1. Publish your texts, 2. Participate in delegations, 3. Network with experts, 4. Expand your expertise.
4. **Are there any duties for EPIS Fellows?** No, EPIS operates on a voluntary basis. You can be active, but you don't have to. There are EPIS Fellows who publish once, others who are regularly active, and some who contribute occasionally.

## About Organisation

1. **What is an EPIS Resort?** The EPIS Thinktank is divided into various EPIS Resorts: EPIS Formats, EPIS Working Groups, and EPIS Report Groups. Each Resort consists of multiple subgroups. You can join them by contacting Karla.
2. **How can I publish texts?** If you join of an Group in an EPIS Resort, you can publish a text. The respective EPIS Resort Leader will reach out to you and guide you though the process.
3. **Where can I get involved?** As an EPIS Fellow, you can contribute to any EPIS Resort.
4. **Are there regular meetings I have to attend?** No, there are no recurring endless online meetings. Our processes are structured and communication is directly person-to-person.

Still got  
Questions ?

Message Karla on WhatsApp.  
She will assist you :)  
**Internal Affairs Manager**  
+49 1703 674957  
[karla.kohlhaas@epis-thinktank.de](mailto:karla.kohlhaas@epis-thinktank.de)

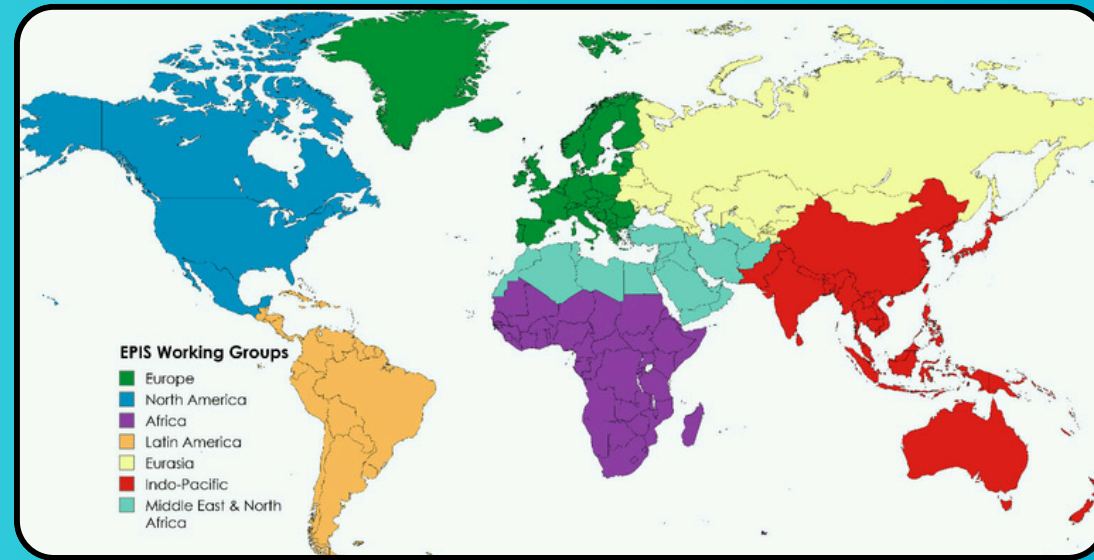


# How to: Pick a Topic

Every topic has to deal with either **foreign affairs** or **security policy**.

Before writing, it is essential to narrow down the subject of your publication.

To define the subject of your publication, use these 3 criteria:

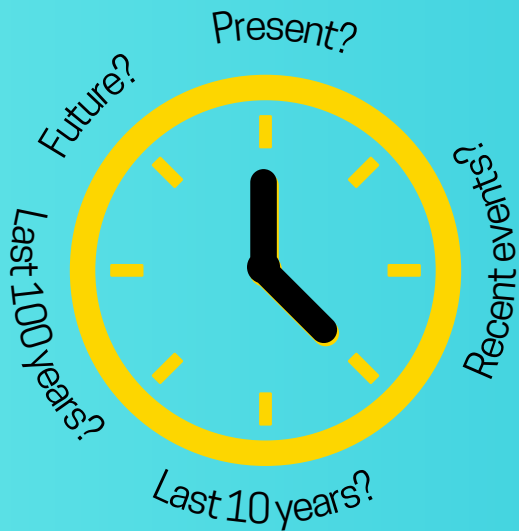


## Location

What area does your topic address?  
Global? International? National?

## Time

What time period does your topic cover?



## Topics

### Security Policy & Defence

- Arms Control & Disarmament
- Non-Proliferation of WMDs
- Crisis Management
- Military Alliances
- Cyber Defense-Protection & Cooperation

### Human Rights & Humanitarian Aid

- Refugee Assistance
- Humanitarian Interventions
- Migration Policy
- Human Rights Promotion

### Peacekeeping & Conflict Prevention

- International Cooperation
- Peace Missions
- Terrorism Prevention & Response
- Conflict Prevention

### Climate Policy & Environment

- Climate Protection
- Environmental Security

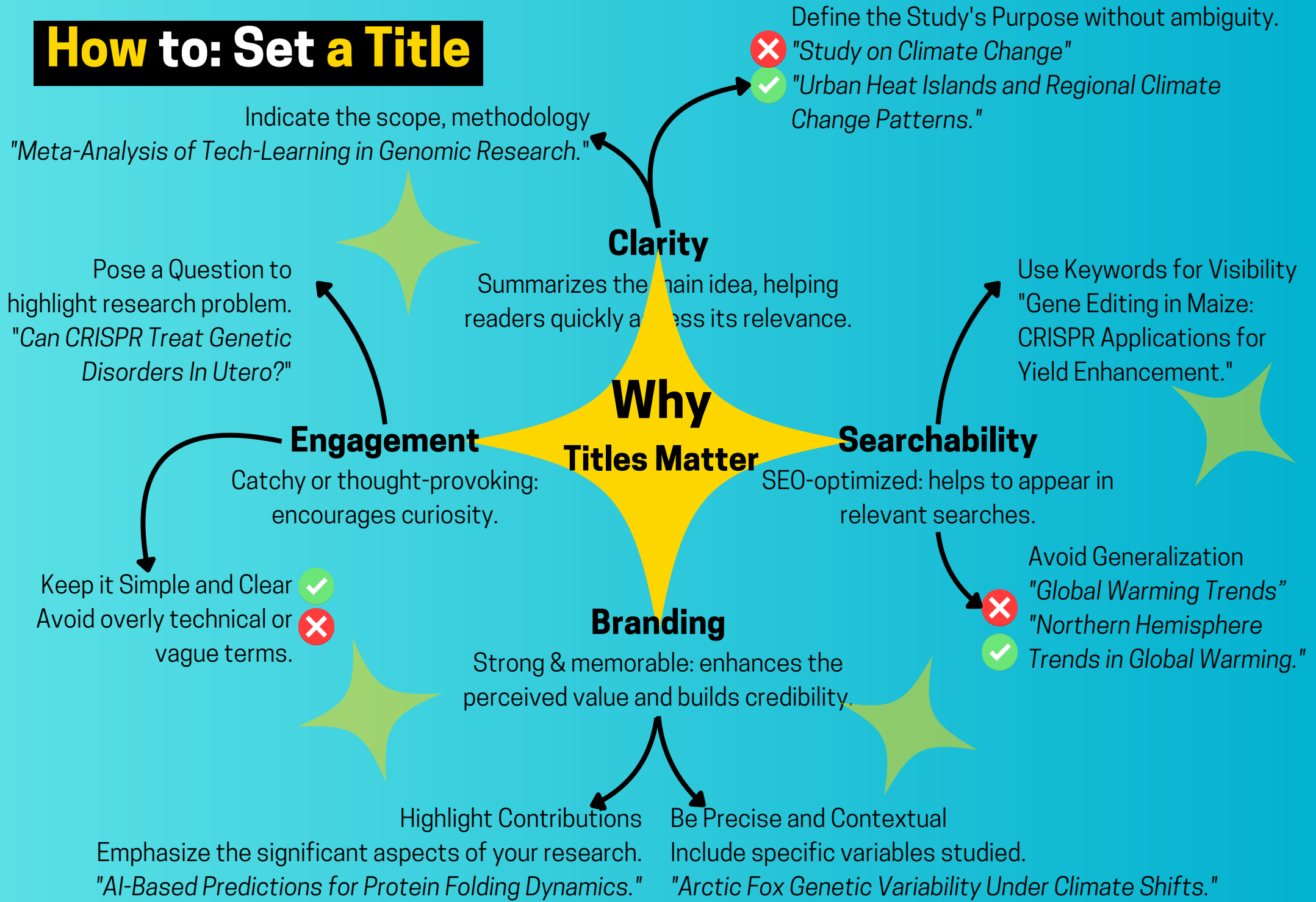
### International Economic Relations

- Sanctions Policy
- Resource Conflicts
- Energy Policy
- Trade Policy

### International Relations & Diplomacy

- Bilateralism & Multilateralism
- Multilateralism
- Alliance Building
- International Agreements
- Conflict Resolution

# How to: Set a Title



# How to: Write an Introduction

## Guideline

- **General introduction** to the issue.
  - Is there a special occasion/reason?
- Clarification of the **Research question**
  - What does your research question cover?
  - What did you exclude from this coverage and why?
- Discussion of its **theoretical and practical interests** - Why should a reader take the time reading your article?
  - **Practical interests:** Why is it important to practical societal issues? Who benefits from reading/knowing your article?
  - **Scientific interests:** What is the current state of research? How, what and who has already published about this topic? What is your article going to add?
- **Answer** the research question
  - Provide a one-liner answer
- Description of the **methodology**
  - How did you approach the research question (i.e. via Literature review/empirical studies)?
- **Explanation of the main subdivisions**
  - How did you structure your article? Why and in how many parts did you split it? What is your thought behind it?

## Example

- The **war in Ukraine** fired up the conflict between Russia and NATO
- **Is NATO prepared** for a military conflict against Russia?
  - This article covers new military technologies.
  - This excludes organisation, since less important in emergency.
- This answer is of **interest both for society and science**
  - The **practical relevance** is of how the society is included in preparation of war.
  - Research argues NATO is prepared. However, this is till invasion of Ukraine 2014. This article **updates the current stand.**
- **NATO is not prepared** till they level up their air systems.
- The article approaches the question **empirically** by collecting public information, weighing them and reaffirming them with rough estimates in expert literature.
- This article is divided in **three parts. First**, it explains the numbers of NATO. **Second**, the numbers are compared with Russian numbers. **Third**, it draws the conclusion.

# How to: Write a Paragraph

To write a convincing, **well-structured paragraph**, follow these **principles**:

- **1 paragraph = 1** single, cohesive **claim** (don't stuff paragraphs with several thoughts)
- Each sentence contributes (only!) to this claim
- Each paragraph contains min. 4 sentences
- To better organise your sentences use the:

## SNAKE Shape

### + Example

#### 1. Claim

Introduces the main purpose of the paragraph  
Serves as an introduction to a new claim

#### 2. Definition

Explains the context or terms/theories used  
Serves to prepare the claim

#### 3. Argumentation

Apply research/evidence/argument to definition  
Serves to argue your claim

#### 3. Conclusion

Summarizes the argumentation to a solution  
Serves to validate that your claim is proven

The Russian attacks on Ukraine clearly qualify as a war. War is defined as a sustained conflict between nations or organized groups involving significant armed violence. Russia's invasion of Ukraine in 2022, marked by large-scale military operations, territorial occupations, and the loss of thousands of lives. Furthermore, the use of artillery, air strikes, and ground troops reflects the organized and deliberate nature of the conflict. In conclusion, the scale, intensity, and duration of the Russian attacks on Ukraine unequivocally categorize the conflict as a war.

another snake, another paragraph ...  
... eventually growing into a fulltext

# How to: Write a Text

## Formalities & Structure

- You have an **engaging** title and use paragraphs & subtitles
- Logical, organised sections, with **smooth transitions** and clear headings
- Each paragraph deals with one single topic
- Terms are defined and used consistently

## Language

- **Your choice of language is ...**
  - Clear and concise
  - Formal, unemotional and objective
- **You avoid ...**
  - Repetitions
  - Subjective or ambiguous language
  - Grammatical errors and awkward sentence structures
- **Further Advice:**
  - Vary your sentences in length and style for improved readability
  - Avoid overly complex sentence structures
  - Follow our **5 Do's of Good Writing**

## Content

- Your ideas flow naturally. Your text follows a guiding thread.
- Your claims are supported by **robust evidence**
- Necessary concepts are well-explained with the **necessary level of detail** and are used consistently throughout the text
- Data Analysis & Results
  - You describe data source and analysis methods
  - Your results are effectively visualised
- Discussion:
  - You interpret your results **with regard to your findings**
  - Your interpretation sticks to the facts, regardless of what your claim is. If your results differ from your claim, this is mentioned and explained in your text
  - Describe how your results fit into the overall literature on your topic of analysis
  - Acknowledge limitations
- Conclusion:
  - **Summarise** findings and implications, and **suggest** avenues for future research

# How to: Format a Text

## Text Body

Line Spacing: 1,5

Font Type: Calibri

Alignment: Justified

Font Size: 12 (Headlines: 14)

Ordered as follows:

Font Weight: normal (Headlines: Bold)

- 1.
2.
  - 2.1.
  - 2.2.
    - 2.2.1.
    - 2.2.2.

## Use of AI

Check out these Tools!

- You are free to use AI for support (research, correction, improvements).
- If it becomes apparent, however, that your text was **written by an AI** tool, it **cannot be published**

### ChatGPT

Can help you structure your argumentation

### Grammarly

Grammatical Correction

### DeepL Write

Stylistic Improvements

## Wording

### • Capitalisation:

- Proper Nouns / Names / Brands / Organisations / States etc. (NOT concepts or theories)
- Example: "President Lincoln was the president of the United States"

- **Numbers:** one through twelve = spelt out (*one, two, ..., twelve, 13, 14, ...*)

- **Dates:** Day Number - Month Name - Year Number (Example: 03. January 2023)

- **Wording:** British English - Special attention to Differences with American English

( = analyse  = analyze)

## References & Formalities

- Line **indentation** at the beginning of a new paragraph
- **Justified** text and **Hyphenation**
- **APA 7** guidelines: In-text citations + Reference list entry Find a guideline and examples here
- **Plagiarized** content will not be uploaded! We will **check**.

# How to: Create Visualisations

Visualizations are a **core component** of a publication. They assist the reader in understanding why you want to tell with your article. Also, it looks more appealing than a wall of words. Be creative: Don't just submit a BORING scale - be creative!

2 Choices

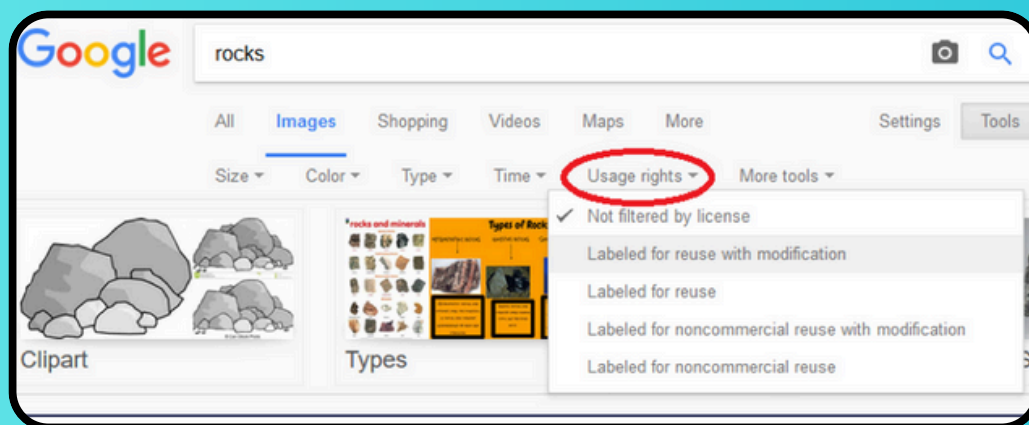
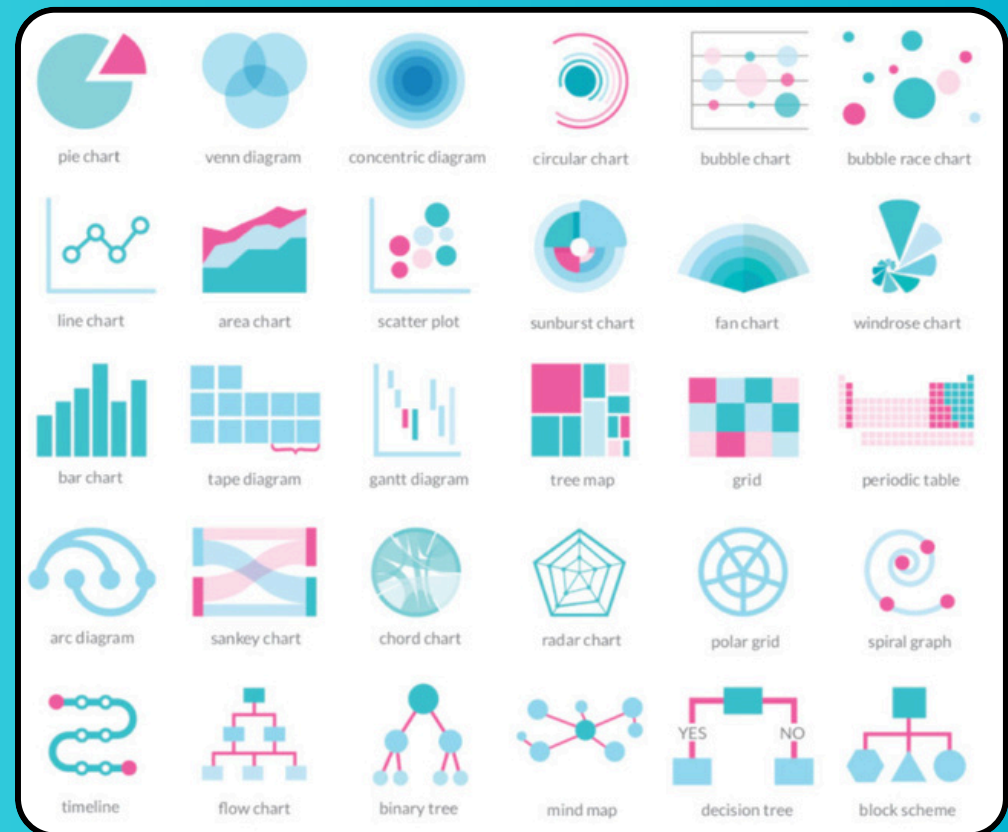
Want to create **your own** visualisation?  
Follow these steps:

1. Talk to the Resort Leader - they assist you
2. Draw a sketch/find comparable ideas
3. Gather the essential data which is later presented in the visualisations.
4. Our layouter digitalises your sketch!

Check out these ideas

Want to use **someone else's** visualisation?  
Follow these steps:

1. **Check if you may use** the visualization.
  - As an author, you are liable for copyright infringements.
  - **Creative Commons** licence are mostly usable. HOWEVER, some require naming the creator or forbid amendments. Be aware!
2. You can filter for a Creative Commons license like this:





# How to: 5 Do's of Good Writing

## Formulate **Actively**

- Write indicatively and avoid conjunctive formulations. It is wrong when inferring unavoidable conclusion.

✓ “If tomorrow were a new day the sun **will** rise”

✗ “If tomorrow were a new day, the **would** rise”

- Active phrases are more appealing than passive ones

✓ “as the Council of Europe **communicated**”

✗ “as was **communicated by** the Council of Europe”

## Write **Vividly**

- Cynical asides, surprising metaphors, the use of images and the like help readers identify with the text. This keeps them more attentive and allows you to better deliver your message.
- You can omit some content if this allows for a better delivery of your key message.

“After all China: once a **Dragon**, turned into **Winnie Poe**... or was lead by him

“After all China: lost it’s **might**... or **competence**”

## Formulate **Explicitly**

- Oftentimes, authors try to hide their uncertainty or lack of expressiveness behind complicated sentences. This prevents them from writing what they think and the reader from understanding what they mean

✓ “He **died** in **February**”

✗ “The **second month of the year** was when he **didn’t live** anylonger”

## Use **Technical Terms**

- The use of technical terms can facilitate discourse by summarising the meaning of an otherwise too-long explanation. It is important, however, to remember that the **readership** is **not** a committee of **experts**. Texts overflowing with technical terms are **unreadable** (even for the insiders!).
- Unfamiliar terms require **explanation** when used.
- No abbreviations, also **do not** ✓ **don’t** ✗

## Short & Precise Sentences

- The reader's attention span forces precise formulation
- Delete **filler words** “clearly”, “very” just as many adjectives are **tautological** “exact facts”, “danger potential”

# Social Media: Workflows

## Guidance

We have created countless social media posts in Canva. When creating new ones, copy and paste recurrent elements (logo etc.) to retain their positions. For everything else:

**Be Creative!**

Document --> EPIS Publications

- Drive + Link to Google Sheet

Document --> WIX

- EPIS Talks Audio = WIX Music Library
- EPIS Talks Video/EPIS Basics Video = link to CMS
- EPIS Blog = Blog
- other PDF = CMS

Cover Image

- > EPIS Publications (Drive + Link to Google Sheet)
- > WIX (CMS)

- Posting the Story incl. Link on Publication Day
- Scheduling the Posting



### Scheduling

via Meta + LinkedIn + YouTube



### Posting

on Instagram/LinkedIn/YouTube according to EPIS Calendar

Confirmation of the Visualisation

- Creation of the Cover Image/Visualisation/ other tiles



### Uploading

only Working Groups Brief

- LinkedIn + Instagram: Working- /Report Groups / Formats (+ Insta-Story)
- YouTube: EPIS Talks, EPIS Basics

Transfer Article and Visualisation into the Posting Template

- Replace Picture
- Calibri 12, 6 pt between paragraphs, no blank line between paragraphs

- Commission
- Editing
- Submission of Articles (+Visualisation Sketches - Working Group)



### Layouting

using Canva



### Editing

~ 28th of previous month

## Uploading Schedule

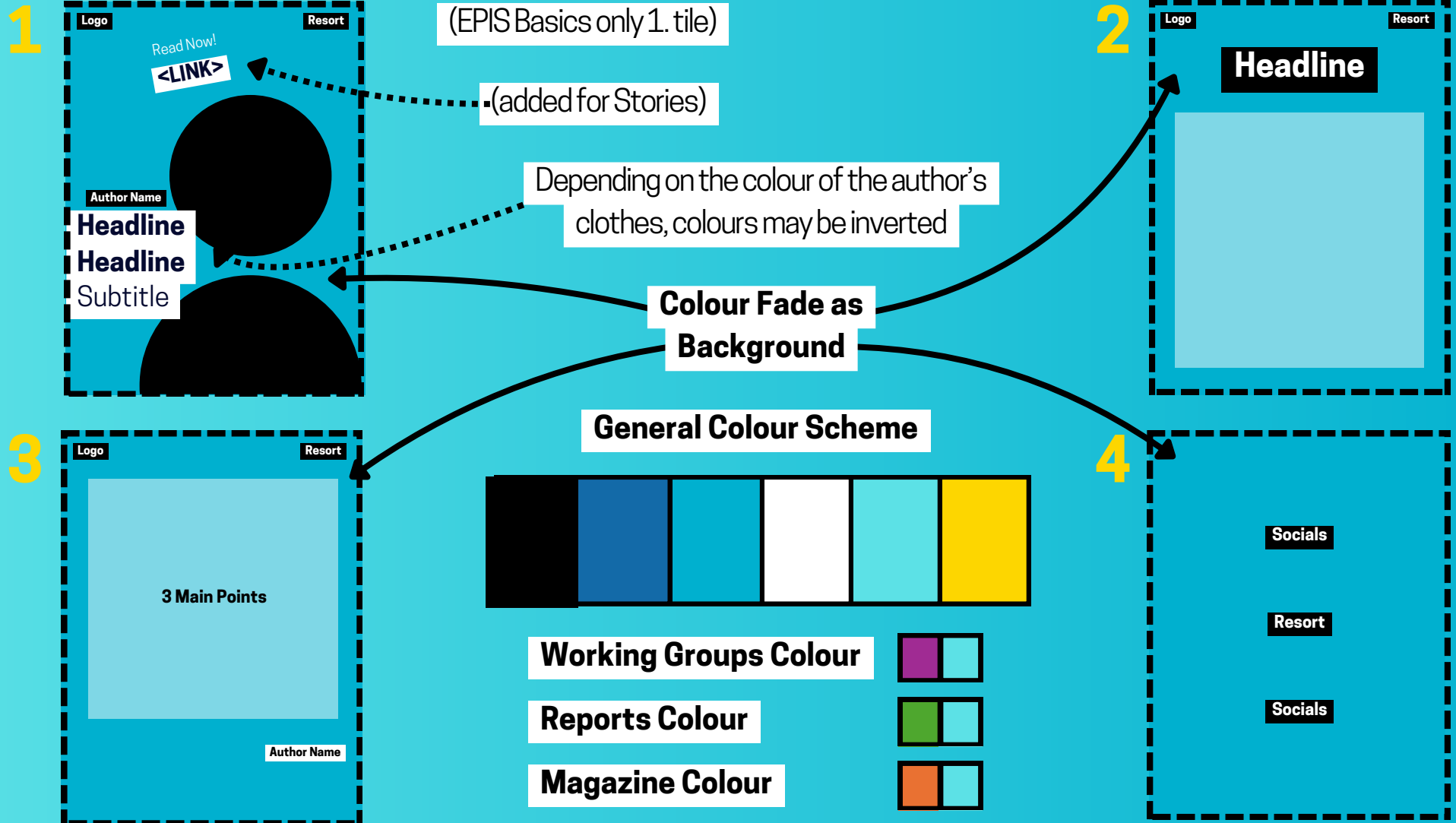
Mo	Di	Mi	Do	Fr	Sa	So
Blog	Working Group Brief	Basics	Working Group Brief	Report Group Articles	Magazine Articles	

Format Leader **Social Media Team**

**Working- /Report Groups Manager**

# Social Media: Working- /Report Group/Formats

## for Instagram/LinkedIn



# Social Media: YouTube Thumbnail



Background Picture +  
Colour Fade Blue/Green/  
Transparent

# Social Media: Talks - Reel

Guest Name

for Instagram/LinkedIn



Background Picture in  
Black and White

Soundwave as a  
Moving Element

Depending on the colour of  
the guest's clothes, colours  
may be inverted

# EPIS Report Groups



Paul Behne



Peacekeeping & Conflict Prevention



Krisztina Galos

International Economic Relations



Karla Lamesic



Climate Policy & Environment

Felix Heuner



Security Policy & Defense



## Report Groups



International Relations & Diplomacy

Theodor Himmel

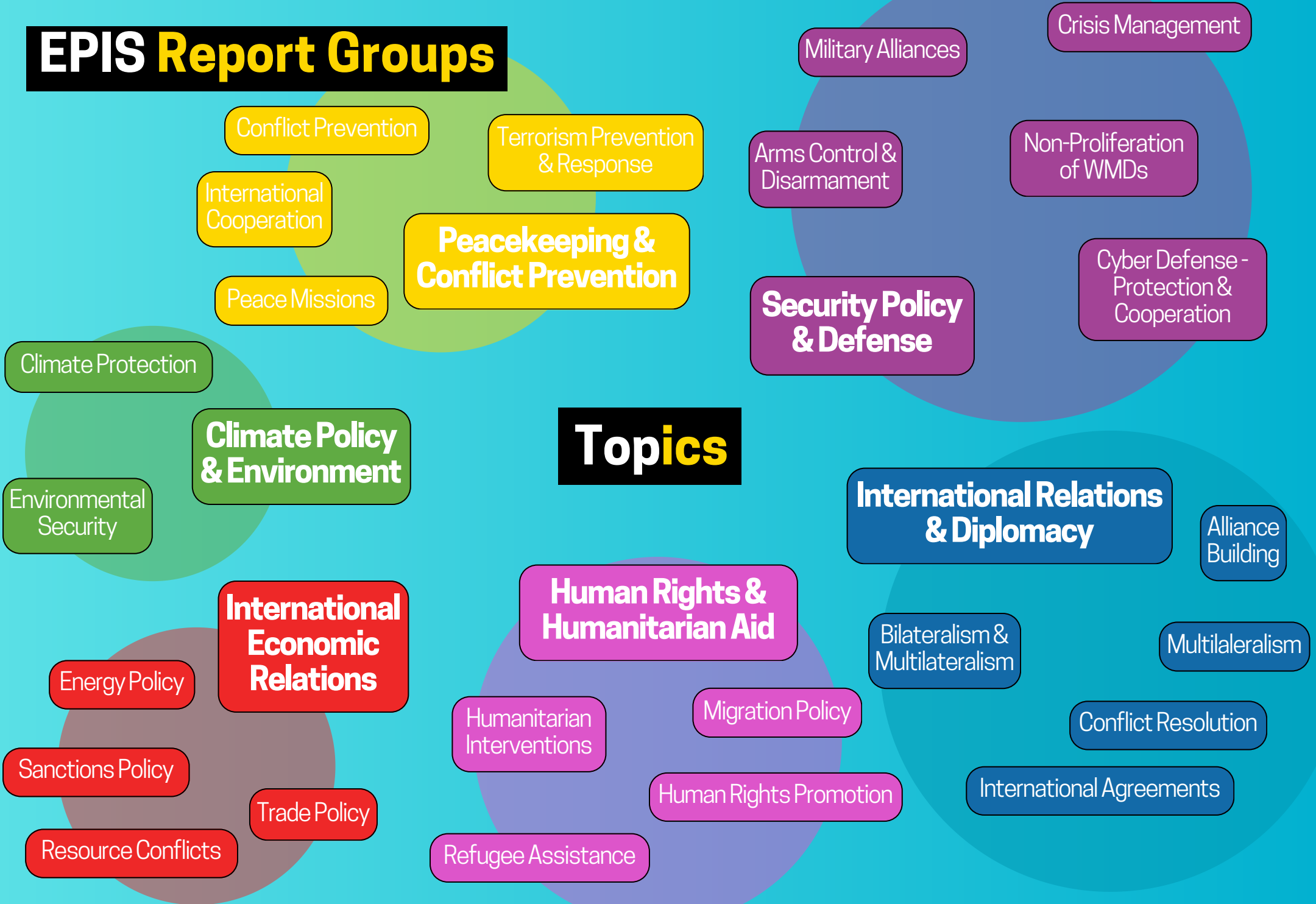


Human Rights & Humanitarian Aid



t.b.d.

# EPIS Report Groups



## Topics

### Peacekeeping & Conflict Prevention

- Conflict Prevention
- Terrorism Prevention & Response
- International Cooperation
- Peace Missions

### Security Policy & Defense

- Military Alliances
- Arms Control & Disarmament
- Non-Proliferation of WMDs
- Crisis Management
- Cyber Defense - Protection & Cooperation

### Climate Policy & Environment

- Climate Protection
- Environmental Security

### International Economic Relations

- Energy Policy
- Sanctions Policy
- Trade Policy
- Resource Conflicts

### Human Rights & Humanitarian Aid

- Humanitarian Interventions
- Migration Policy
- Human Rights Promotion
- Refugee Assistance

### International Relations & Diplomacy

- Alliance Building
- Multilateralism
- Bilateralism & Multilateralism
- Conflict Resolution
- International Agreements

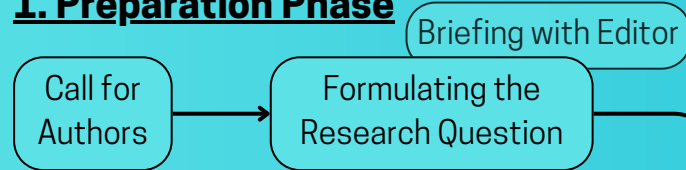
# EPIS Report Groups

## Scope

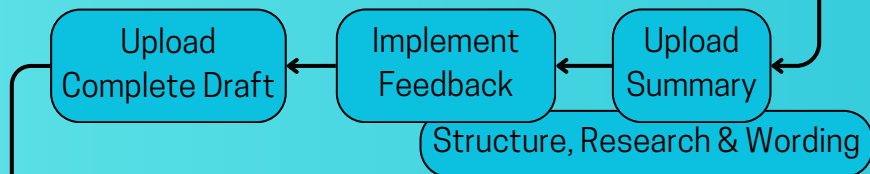
EPIS Reports analyse a single topic from multiple perspectives. The articles combine accessibility and expertise to provide readers with a clear and well-rounded understanding of key issues in international relations.

## From Idea to Publication

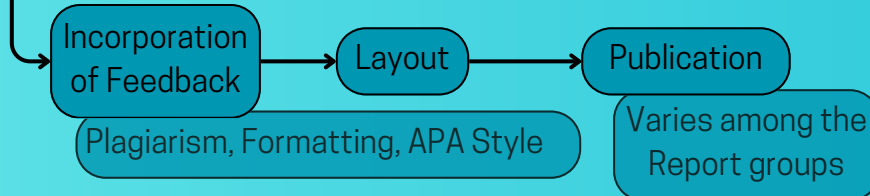
### 1. Preparation Phase



### 2. Research & Writing Phase



### 3. Finalisation Phase



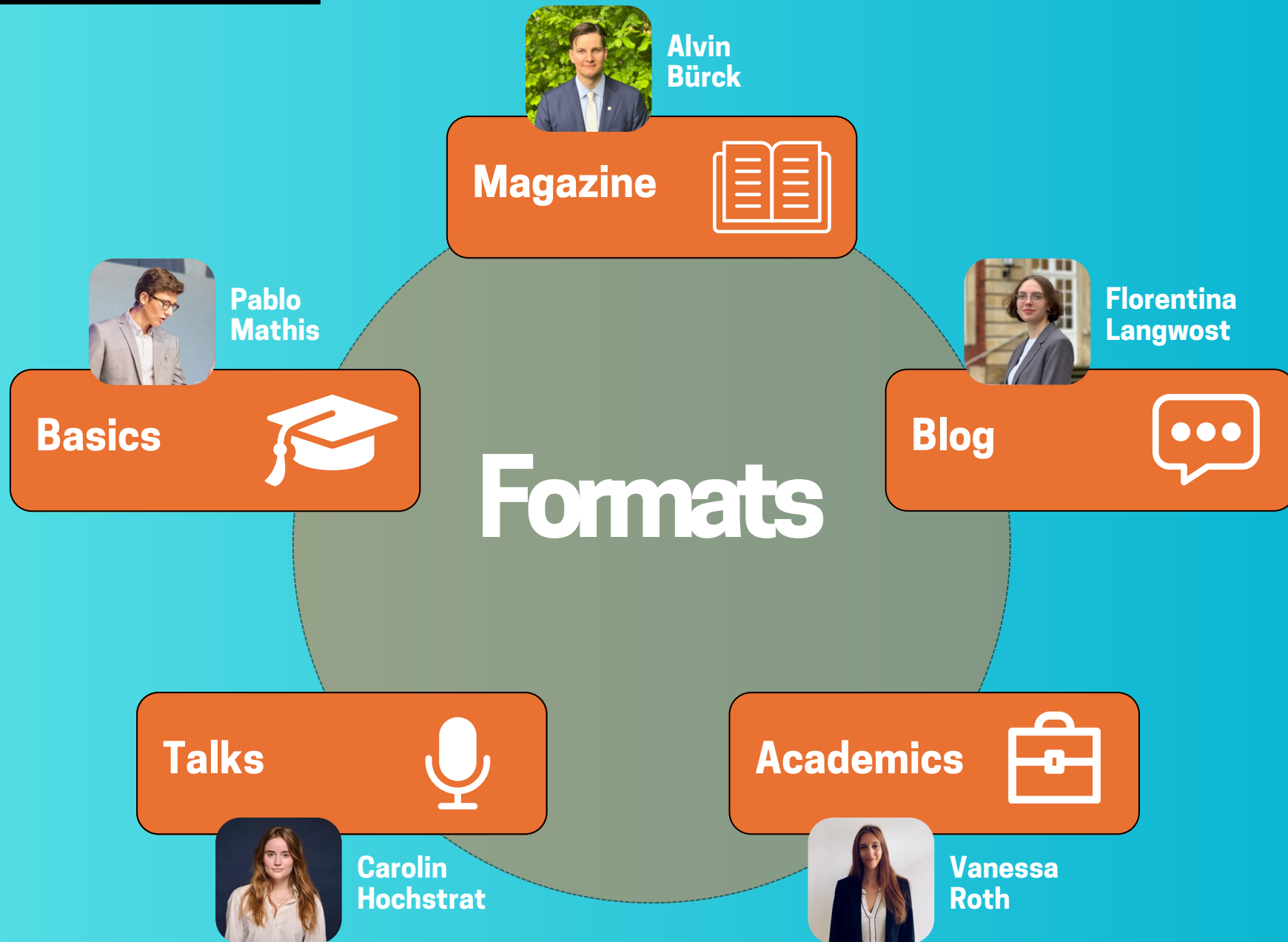
Read Now



## Structure

- **Editorial** & Greetings from our Partners
- **Essay Articles** (2.000 - 2.500 words + 2 visualisations)
  - = present an argument to rethink a perspective, original and by the author; supported by references
- **Review Articles** (2.000 - 2.500 words + 2 visualisations)
  - = comprehensive summary (of existing literature) + presenting/comparing different perspectives
- Opinionated **Commentary** (1.000 - 1.500 words)
  - = written *subjectively* about a recent debate/event
- **Guest Contribution**
- **Expert Interview**
- **Informatory Background Report** (2.000 - 2.500 words)
  - Written Objectively as insight view into an organisation
- **EPIS Basics** Entry (500 - 600 words)

# EPIS **Formats**





# EPIS **Formats** Academics

## Scope

EPIS Academics offer the EPIS Study Scripts, EPIS Study Flashcards, and additional explanatory videos. They are designed to assist students in their studies by building a strong understanding of key concepts and theories. Simplifying complex ideas, EPIS Academics provides the tools needed for academic success and fosters a solid basis for future expertise.

## From **Idea** to **Publication**

### 1. Preparation Phase

Collection of information

Topic Selection

### 2. Research and Writing Phase

Review and Editing

Preparation of first drafts

### 3. Finalisation Phase

Incorporation of Feedback

Layout

Publication

Read Now



## Projects of EPIS Academics

### Study Script

70 pages pure international relations. Similar to EPIS Basics, but more comprehensive.

### Explanatory Videos

No time to read? Watch instead! EPIS Academics Videos will provide you with everything you will need to know.

### Flashcards

Flashcards that complement our script to allow you to study on the go - on the train, between lectures, or on the way to your best friend's birthday party.

# EPIS **Formats** Basics

## Scope

With EPIS Basics, we bring information on international relations in bite-sized pieces. We cover important personalities, theories and regimes to provide novices to the world of foreign affairs a point of entry.

## From **Idea** to **Publication**

### 1. Preparation Phase

Arrangement

Topic Selection

### 2. Research & Writing Phase

Upload in the  
Template

### 3. Finalisation Phase

Incorporation of  
Feedback

Publication

every monday

## Guideline

- Introducing certain personalities/theories/regimes of main concern in foreign affairs and security policy
- Video length: max. 60 seconds
- Text length: max. 500 words
- Add a visualisation

Watch  
Now



## Structure & Wording

- There is not pre-determined structure but the text must be **well-rounded**.
- Start theoretical and provide an example.
- Do **not repeat information**.

# EPIS **Formats** Blog

## Scope

Through our blog, we aim to promote debates that go beyond superficial headlines, and we would like to give you the chance to participate in the debate. When contributing an article, you present your personal view on a topic in international relations of your choice.

## From **Idea** to **Publication**

### 1. Preparation Phase

Arrangement

Topic Selection

### 2. Research & Writing Phase

Incorporation of  
Feedback

Review by our  
Blog Team

Write your  
article

### 3. Finalisation Phase

Submission on  
our Website

Publication

every Monday

Read  
Now



## Guideline

- Analyse a current issue related to foreign and/or security policy
- Share your personal perspective
- Length: 500-1000 words
- Add references as hyperlinks in the text
- Tip: Check your text with tools such as Grammarly or DeepL to elevate the level of your writing

## Structure & Wording

- There is not pre-determined structure but the text must be **well-rounded**.
- Do **not repeat information** but explain **your personal** view! Convince the reader of your perspective.
- Your **analysis** is the **main part** of your contribution. Provide only as much background information as is needed for non-experts to understand your opinion

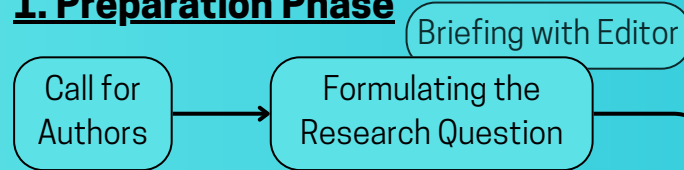
# EPIS **Formats** Magazine

## Scope

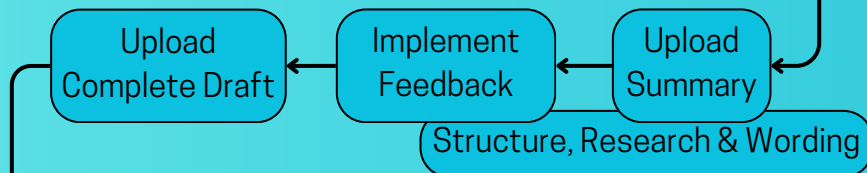
Our magazine contributes to the academic debate by combining expert opinions and student voices. That way, we foster a dynamic exchange of ideas and promote intellectual growth.

## From **Idea** to **Publication**

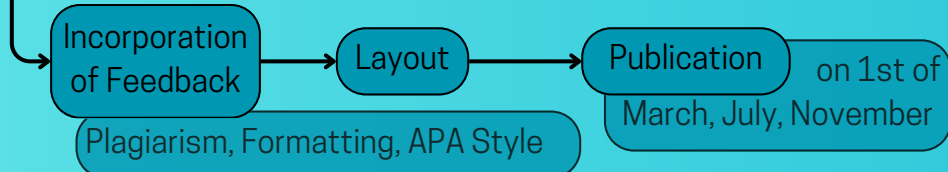
### 1. Preparation Phase



### 2. Research & Writing Phase



### 3. Finalisation Phase



Read Now



## Structure

- **Editorial** & Greetings from our Partners
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- **EPIS Basics Entry** (500 - 600 words)

# EPIS **Formats** Talks

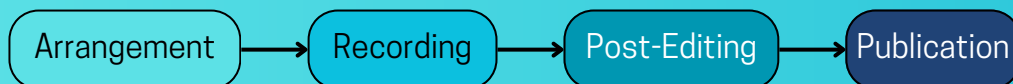
## Scope

EPIS Talks complements our visual content with **dynamic discussions** on foreign & security policy. Aimed at young professionals, scholars, and engaged citizens, the podcast delivers **concise** episodes on strategies, careers, and key challenges, positioning EPIS as a hub for informed and inspiring conversations.

## Style

- Conversational, friendly, inviting. Speak freely, elaborate - the magic comes from the conversation!
- Objective and well-founded, without being overly academic
- Ensure clarity and comprehensibility
  - incorporate examples and personal anecdotes!
- If you **misspeak, repeat** your **entire sentence**/ sentence chunk (that eases editing)

## From **Idea** to **Publication**



Listen Now



## Formalities

- Discussions with experts from the domains of diplomacy, military, academia, etc.
- 30-45 min episodes
- biweekly release

## Three-Part Structure

### 1. Person

- Focus: Portraying an interesting person from the domains of diplomacy, politics, science, etc.
- Topics: Personal path, experiences, challenges in the context of foreign & security policy

### 2. Field / Institution

- Focus: Analysis of a current issue in security or a pressing regional matter. Portraying the work of the interviewed actor with regard to this challenge
- Topics: Conflict zones, strategic developments, innovations

### 3. Career

- Focus: Advice for listeners who aim for a career in international politics
- Topic: Practical tips, soft skills, etc.

# EPIS Working Groups



# EPIS Working Groups

## Scope

Our Working groups publish **monthly briefs** on important developments in their respective regions. Each brief is accompanied by a graphic that the main point of the article.

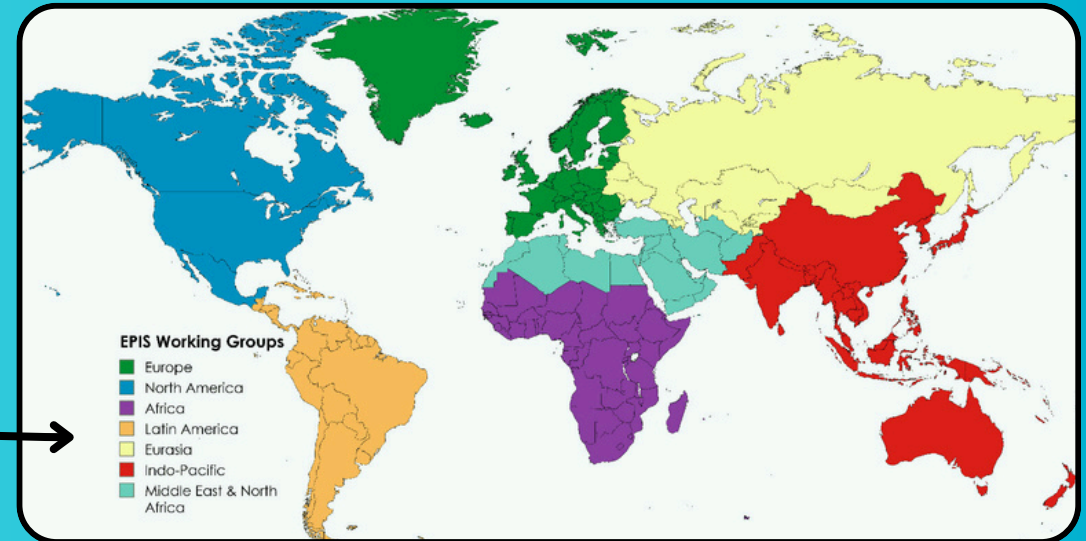
Which **region** are you interested in?

With these, we pursue **3** goals:

1. **Substantial work** in glance of the US think tank tradition.
2. *There is already too much text about it - visualise it!* - thus making it **more appealing** to readers
3. A **flexible and autonomous** opportunity for new EPIS Research Fellows

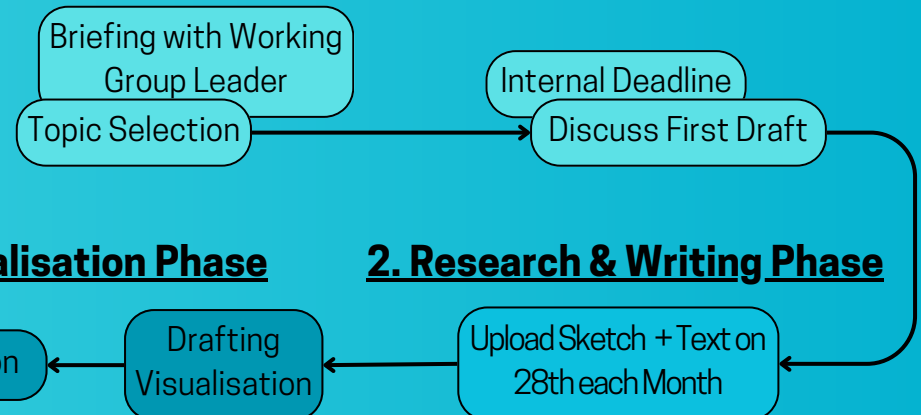
In essence: Keep the deadline, and you are free to choose the topic and organise your work

## Organisation



## From Idea to Publication

### 1. Preparation Phase



### 3. Finalisation Phase

### 2. Research & Writing Phase



*Don't Follow Trends.*

*Follow **Facts.***