Tips for Promoting One's Research – Dr. Yuri Lvov

1. **Securing and managing grants**: young professor have to look:
    1. for special foundations for young professors, like Petroleum Fund, or BoR, and
    2. teaming with established professors providing them with help in larger proposals, and, eventually, becoming a part of large programs, like EPSCoR. Try to be involved in reviewing process by NSF, NIH, etc. to understand internal mechanisms of funding agencies.
    3. Be careful with grant budgets, often consult on it with Research office and Accountings.

2. **Recruiting and mentoring graduate students**: careful selection is needed (don't trust to papers and grades, make a short exam/questioning on your topic); when grad student selected to your group you have to do all busting their research productivity, working in the lab and ensuring him that if he/she works hard, you will do all possible to support them; protect them in case of conflicts. Try to make "family" atmosphere in you group, e.g. have regular (weekly) group meeting with tea/coffee. Meanwhile, introduce very stiff system of short (1 page) written report every week, plan student's tasks for the next week; demand and sign every week lab books (even if there are only 1-2 paragraphs new).

3. **Publishing and presentations**: I usually re-write manuscripts 5-6 times. Start writing from title, abstract, figures and fig legends, and then build up text. Be careful in giving a list of proposed reviewers. Never give names of people famous in the area who do not know you personally (they never read papers by other people). Give names of people who know you, met at conferences, commented your reports/publications or people from the place where you worked earlier.

4. **National recognition and service**: try to establish personal connections / friendship during conferences, keep/develop these connections, support their publications (promise to review them fairly). Attend 1-2 conferences every year. When possible double you presentation as both oral and poster slightly changing title.