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# The Hands-On Guide for Science Communicators

A Step-by-Step Approach to Public Outreach

- The practical nature of this Guide gives the necessary "shortcuts" to produce outreach products of high quality
- Concepts are explained with simple terms and illustrative examples
- Check lists and short "to-the-point" overviews enable rapid progress and quick results
- No similar "hands-on" book exists on the market
- The Guide is written by a competent person with a highly respected track record in the field

Many people know something about communication – it is after all an innate human ability – but a full comprehension of how to do science communication effectively is not acquired easily. This Guide touches upon all aspects of science communication, revealing a tightly interwoven fabric of issues: product types, target groups, written communication, visual communication, validation processes, practices of efficient workflow, distribution, promotion, advertising and much more. New science communicators will find this Guide both helpful and inspirational.

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