

yes you can self publish techniques for self publ Updated Version

yes you can self publish techniques for self publ: A Complete Guide to Self-Publishing Success

Embarking on a self-publishing journey can be both exciting and daunting. With the rise of digital platforms and the increasing demand for independent authors, understanding effective techniques for self-publishing is crucial. Whether you're a first-time author or looking to refine your approach, mastering self-publishing strategies can help you reach your audience, maximize your earnings, and establish your presence in the literary world. In this comprehensive guide, we'll explore proven techniques for self-publishing success, from preparing your manuscript to marketing your book effectively.

Understanding Self-Publishing: The Basics

Before diving into techniques, it's essential to grasp what self-publishing entails and why it's a viable option for authors today.

What Is Self-Publishing?

Self-publishing is the process of publishing your work independently, without the involvement of traditional publishing houses. It allows authors to retain control over their content, rights, and profits while directly reaching readers through various platforms.

Advantages of Self-Publishing

- Control: Full creative and financial control over your book.
- Speed: Faster publication process compared to traditional publishing.
- Higher Royalties: Potential for higher income per sale.
- Flexibility: Ability to update and revise your book easily.
- Niche Markets: Access to specialized audiences that traditional publishers might overlook.

Key Techniques for Successful Self-Publishing

To maximize your chances of success, employ the following proven techniques in your self-publishing journey.

1. Perfect Your Manuscript Before Publishing

Quality is paramount. Invest time and resources into ensuring your manuscript is polished.

- **Hire Professional Editors:** Grammar, punctuation, and structure are vital for credibility.
- **Beta Readers:** Gather feedback from trusted readers to identify areas for improvement.
- **Multiple Revisions:** Don't rush; refine your manuscript through several drafts.

2. Design Eye-Catching Cover Art

Your cover is the first impression potential readers will see.

- **Hire a Professional Designer:** Invest in high-quality, genre-appropriate cover art.
- **Ensure Readability:** Text should be clear even in thumbnail size.
- **Align with Genre Expectations:** Use colors, fonts, and imagery that appeal to your target audience.

3. Format Your Book Professionally

Proper formatting ensures your book looks professional and is easy to read.

- **Use Formatting Tools:** Software like Scrivener, Vellum, or Calibre can help.
- **Check Compatibility:** Make sure your file formats are compatible with the publishing platform (e.g., EPUB, MOBI, PDF).
- **Test on Multiple Devices:** Preview on e-readers, tablets, and smartphones.

4. Choose the Right Publishing Platforms

Different platforms serve different needs; select the best options for your goals.

Popular Self-Publishing Platforms

- Amazon Kindle Direct Publishing (KDP): The largest market, offers print and e-book options.
- Smashwords: Distributes to multiple online retailers and libraries.
- IngramSpark: Ideal for print-on-demand and wider distribution.
- Barnes & Noble Press: Focuses on the Nook ecosystem.
- Apple Books: Reaches Apple device users.

5. Price Your Book Strategically

Pricing impacts discoverability and profitability.

- **Research Market Prices:** Know what similar books are selling for.
- **Experiment with Pricing Tiers:** Use introductory discounts or promotions.
- **Consider Royalties:** Balance price with potential earnings.

6. Optimize Your Book Listing for SEO

Visibility is crucial; optimize your book's metadata for search engines and platform algorithms.

- **Compelling Title and Subtitle:** Incorporate keywords without sacrificing appeal.
- **Effective Book Description:** Use keywords naturally, highlight benefits, and include a call-to-action.
- **Strategic Keywords:** Select relevant keywords for search ranking.
- **Choose Appropriate Categories:** Select genres and categories with good visibility but manageable competition.

7. Build Your Author Platform

An engaged audience can boost your sales and reputation.

- **Create a Website or Blog:** Share updates, insights, and connect with readers.
- **Leverage Social Media:** Use platforms like Facebook, Twitter, Instagram, and TikTok to promote your work.
- **Start an Email List:** Collect reader contacts for direct marketing.
- **Participate in Online Communities:** Join forums, groups, and book clubs related to your genre.

8. Implement a Strategic Marketing Plan

Effective marketing can significantly impact your book's success.

Marketing Techniques

- **Book Launch Campaigns:** Plan promotional events, discounts, and giveaways at launch.

- Solicit Reviews: Reach out to bloggers, reviewers, and early readers.
- Advertising: Use Amazon Ads, Facebook Ads, or BookBub promotions.
- Content Marketing: Write guest posts, create videos, or podcasts related to your book's themes.

9. Use Data and Feedback to Improve

Continuous improvement is key.

- **Monitor Sales Data:** Use platform analytics to understand what works.
- **Solicit Feedback:** Encourage reviews and constructive criticism.
- **Adjust Strategies:** Refine pricing, marketing, and content based on data.

Additional Tips for Long-Term Self-Publishing Success

Beyond initial publication, focus on sustaining and growing your author career.

1. Write and Publish Regularly

Consistency keeps your audience engaged and attracts new readers.

2. Expand Your Portfolio

Diversify your offerings with series, short stories, or related content.

3. Network with Other Authors

Collaborations and mutual support can open new opportunities.

4. Continue Learning

Attend webinars, workshops, and read industry blogs to stay updated on trends and best practices.

Conclusion: Yes, You Can Self-Publish Successfully

Self-publishing is an accessible and potentially rewarding path for writers willing to invest time and effort into mastering key techniques. From polishing your manuscript to employing strategic marketing, each step plays a vital role in your success. Remember, the landscape is constantly evolving, so stay adaptable, keep learning, and persist in your efforts. With dedication and the right approach, yes you can self publish techniques for self publ your book and achieve your publishing

dreams.

Ready to start your self-publishing journey? Implement these techniques today, and watch your author platform grow!

Self-Publishing Techniques for Self-Publishing Success: An Expert Guide

In the rapidly evolving landscape of publishing, self-publishing has emerged as a powerful alternative to traditional publishing houses. Empowered by technological advances, a multitude of tools, and a vibrant community of independent authors, self-publishing offers unprecedented control, flexibility, and potential for writers to bring their ideas to life and reach global audiences. But how does one navigate this complex terrain effectively? This comprehensive guide explores proven techniques, strategic insights, and expert tips to help aspiring authors self-publish successfully.

Understanding the Self-Publishing Landscape

Before diving into techniques, it's vital to grasp the current self-publishing environment. It's not just about uploading a manuscript; it involves a multifaceted process encompassing manuscript preparation, design, marketing, distribution, and ongoing engagement. Recognizing the scope and opportunities can empower authors to make informed decisions.

The Rise of Self-Publishing

In recent years, platforms like Amazon Kindle Direct Publishing (KDP), IngramSpark, and Draft2Digital have democratized publishing. Authors no longer need to secure a traditional publisher; instead, they can publish directly to digital and print channels. This shift has led to:

- Increased author autonomy
- Higher royalty rates
- Faster time-to-market
- Greater creative control

However, this democratization also means increased competition, making strategic planning essential.

Key Techniques for Successful Self-Publishing

Implementing effective techniques across each stage of the self-publishing process can dramatically enhance your book's success. Below, we break down these techniques into essential categories.

1. Manuscript Preparation and Editing

Your manuscript is the foundation of your book. Ensuring it is polished and professional is critical.

Techniques:

- Hire Professional Editors: Invest in developmental editing, copy editing, and proofreading. Different editors focus on structure, language, and errors, respectively. A well-edited book improves credibility and reader satisfaction.
- Use Beta Readers: Gather feedback from target readers to identify issues in plot, pacing, and clarity. This external perspective can reveal blind spots.
- Utilize Editing Software: Tools like Grammarly, ProWritingAid, or Hemingway Editor can assist in catching grammatical errors and improving readability, but should complement professional editing, not replace it.

Best Practices:

- Establish a timeline for revisions.
- Read your manuscript aloud to catch awkward phrasing.
- Maintain version control to track changes.

2. Cover Design and Formatting

Your cover is your first marketing tool. An eye-catching, professional cover can significantly boost sales.

Techniques:

- Hire a Professional Cover Designer: Use platforms like 99designs, Reedsy, or Fiverr to find experienced designers who understand genre conventions.
- Design for Mobile and Print: Ensure your cover looks good at thumbnail size and in print formats.
- Use High-Quality Images: Opt for high-res images that are relevant and compelling.

Formatting:

- Consistent Style: Use standardized fonts, margins, and spacing.

- Tools: Scrivener, Vellum, or Reedsy Book Editor simplify formatting for eBooks and print.
- Test on Multiple Devices: Preview eBook files on different devices and print proofs before finalizing.

3. Choosing the Right Publishing Platforms

The platform selection impacts reach, royalties, and control.

Popular Platforms:

- Amazon KDP: Dominates eBook and print-on-demand sales; offers wide reach within Amazon ecosystem.
- IngramSpark: Excellent for wide distribution to bookstores, libraries, and international markets.
- Draft2Digital and Smashwords: Simplify distribution across multiple eBook retailers.

Techniques:

- Diversify Distribution: Don't rely solely on one platform; expand reach by using multiple channels.
- Understand Royalties and Rights: Read the terms carefully to maximize earnings and retain rights.
- Price Strategically: Research comparable titles to set competitive prices. Consider promotional pricing during launch.

4. Effective Book Launch Strategies

A well-planned launch can generate momentum and initial sales.

Techniques:

- Build an Author Platform: Develop a website, mailing list, and social media presence before launch.
- Leverage Pre-Orders: Allow readers to purchase before release to boost early sales rankings.
- Coordinate Launch Promotions: Use Kindle Countdown Deals, free promotions, or discounts to attract attention.
- Engage Influencers and Reviewers: Send advance copies to bloggers, book reviewers, and influencers within your genre.

Additional Tips:

- Create a launch calendar with key dates.
- Prepare promotional materials, such as banners, graphics, and press releases.
- Encourage early reviews to establish social proof.

5. Marketing and Promotion Post-Publication

Sustaining sales requires ongoing marketing efforts.

Techniques:

- Content Marketing: Regularly publish blogs, articles, or videos related to your book's theme or genre.
- Social Media Engagement: Use platforms like Twitter, Facebook, Instagram, and TikTok to connect with readers and promote content.
- Amazon Advertising: Utilize Amazon Ads to target specific audiences.
- Email Campaigns: Build and nurture a mailing list to announce new releases, discounts, and events.
- Participate in Book Clubs and Forums: Engage with communities on Goodreads, Reddit, or genre-specific forums.

Pro Tip: Track marketing metrics to understand what strategies yield the best results, enabling data-driven decisions.

6. Continual Learning and Adaptation

The self-publishing sphere evolves rapidly. Staying informed about industry trends and technological updates is crucial.

Techniques:

- Attend Industry Conferences: Such as the Self-Publishing Success Summit or Writers' conferences.
- Join Writers' Communities: Online forums, Facebook groups, or local writing groups provide support and insights.
- Read Industry Blogs and Podcasts: Keep up with sites like Jane Friedman's blog, Kindlepreneur, or The Creative Penn.

Advanced Strategies for Self-Publishing Mastery

Beyond the basics, seasoned authors implement advanced techniques to enhance their success.

Building a Brand and Author Platform

Establishing a recognizable author brand helps differentiate your work.

- Develop a consistent visual identity (logo, website design).
- Cultivate a unique voice and genre focus.
- Engage with your audience regularly.

Leveraging Data Analytics

Use sales data, website analytics, and social media insights to refine your strategies.

Creating Series and Bundles

Series tend to generate higher sales and reader loyalty. Consider bundling books for special offers.

Implementing Feedback Loops

Encourage reader reviews and feedback to improve future projects and build community trust.

Common Pitfalls to Avoid

- Neglecting Editing: Poorly edited books damage credibility.
- Ignoring Cover Design: A subpar cover reduces discoverability.
- Overpricing or Underpricing: Mispricing can deter buyers or undermine perceived value.
- Lack of Marketing: Publishing is just the first step; promotion is essential.
- Inconsistent Branding: Confuses readers and diminishes professional image.

Conclusion: Your Path to Self-Publishing Success

Self-publishing is both an art and a science. By adopting a strategic, well-informed approach?focusing on quality, presentation, distribution, and marketing?you can significantly increase your chances of success. Remember, persistence and continuous learning are key. With the right techniques, tools, and mindset, yes, you can self-publish your way to reaching and inspiring readers worldwide.

Embark on your self-publishing journey today with confidence, armed with these expert techniques, and transform your writing dreams into reality!

Question What are the essential steps to successfully self-publish a book? Start with thorough editing and proofreading, choose the right publishing platform, design an attractive cover and layout, set a competitive price, and develop a marketing plan to reach your target audience. **Answer** How can I ensure my self-published book stands out in a crowded market? Invest in professional cover design and editing, craft a compelling book description, gather early reviews, and utilize targeted marketing strategies like social media promotions and book giveaways. What are the best platforms for self-publishing eBooks and print books? Popular platforms include Amazon Kindle Direct Publishing (KDP), Apple Books, Barnes & Noble Press, Kobo, and IngramSpark, each offering different distribution options and royalty structures. How do I navigate copyright and ISBN requirements when self-publishing? Register your work with a copyright office if necessary, and purchase ISBNs through official providers or platforms that include them to ensure proper cataloging and distribution rights. What marketing strategies are effective for self-published authors? Build an author platform through social media, create an engaging website, utilize email newsletters, run promotional campaigns, seek reviews from bloggers and readers, and participate in online communities. How can I price my self-published book competitively? Research similar titles in your genre, consider production costs, and experiment with different price points to find the balance between affordability and profitability, using promotional discounts to boost visibility. What tools and resources are available to help me self-publish more effectively? Tools like Canva for cover design, Grammarly for editing, Scrivener for writing organization, and platforms like Reedsy for professional services can streamline the self-publishing process. How can I leverage social media to promote my self-published book? Create engaging content related to your book, join relevant online groups, collaborate with influencers, run targeted ads, and maintain consistent interaction with your audience to build visibility and sales.

Related keywords: self publishing tips, self publishing guide, self publishing success, self publishing strategy, self publishing platform, self publishing author, self publishing process, self publishing marketing, self publishing tips and tricks, self publishing tools

chemical activities american chemical society publ

Chemical activities American Chemical Society Publ play a pivotal role in advancing scientific knowledge, fostering innovation, and disseminating research findings within the global chemistry community. As one of the leading publishers in the field, the American Chemical Society (ACS) provides a comprehensive platform for researchers, educators, students, and industry professionals to access high-quality, peer-reviewed content across diverse chemistry disciplines. This article

explores the scope of ACS publications, their significance in the scientific community, and how they contribute to the ongoing development of chemical sciences.

Overview of American Chemical Society Publications

Founding and Mission

The American Chemical Society was founded in 1876 with the mission to advance the knowledge and practice of chemistry. Over the years, ACS has established itself as a premier publisher, committed to disseminating scientific information that benefits society. Its publication portfolio encompasses a wide range of journals, books, and digital resources that serve the global chemistry community.

Types of Publications

ACS publishes numerous types of scientific content, including:

- **Research Journals:** Covering fundamental and applied chemistry topics.
- **Magazines and Newsletters:** Providing timely updates and insights into current trends.
- **Books and Monographs:** Offering in-depth coverage of specialized subjects.
- **Databases and Digital Resources:** Enabling easy access to chemical data and literature.

Key ACS Journals and Their Focus Areas

Journal of the American Chemical Society (JACS)

JACS is the flagship journal of ACS, renowned for publishing high-impact research articles across all areas of chemistry. It features original studies, reviews, and perspectives that set the standard for excellence in chemical research.

ACS Applied Materials & Interfaces

This journal emphasizes applied research on materials chemistry, nanotechnology, and interfaces, bridging fundamental science and real-world applications.

ACS Central Science

A multidisciplinary, open-access journal that publishes innovative research spanning chemistry and related fields, fostering interdisciplinary collaboration.

Environmental Science & Technology

Focusing on environmental chemistry and technology, this journal addresses pressing issues such as pollution, sustainability, and climate change.

The Significance of ACS Publications in Scientific Advancement

Promoting Rigorous Peer Review

One of the hallmarks of ACS publications is their strict peer-review process, ensuring that only scientifically sound and high-quality research is disseminated. This rigorous review maintains the credibility and integrity of published content, fostering trust within the scientific community.

Facilitating Open Access and Accessibility

ACS has embraced open access publishing models, making research freely available to a broader audience. This democratization of knowledge accelerates scientific progress and encourages collaboration across disciplines and borders.

Supporting Early-Career Researchers

By providing platforms for young scientists to publish their work, ACS publications help nurture upcoming talent and promote diversity within the research community.

How to Access and Utilize ACS Publications

Subscription and Membership Benefits

Institutions and individual researchers can subscribe to ACS journals or become members to gain full access to the latest research articles, digital resources, and exclusive content.

Utilizing Digital Platforms

ACS offers various digital tools, such as:

- **ACS Publications Website:** A comprehensive portal for searching, reading, and downloading articles.
- **ACS Axial:** A content aggregator providing tailored updates and news.
- **ACS ChemWorx:** A research management platform for organizing and sharing scientific information.

Engaging with the Community

Readers can participate in webinars, conferences, and forums hosted by ACS, fostering networking and collaboration within the scientific community.

Future Trends and Developments in ACS Publishing

Emphasis on Open Science and Data Sharing

The future of ACS publications involves greater transparency through open data initiatives, encouraging researchers to share raw data and methodologies to enhance reproducibility.

Integration of Artificial Intelligence

AI technologies are increasingly being integrated into publishing workflows, aiding in peer review, content curation, and literature analysis to streamline processes and improve discoverability.

Sustainable Publishing Practices

As part of its commitment to sustainability, ACS is adopting environmentally friendly publishing practices, including digital-first approaches and reducing the carbon footprint associated with print materials.

Challenges and Opportunities in Chemical Publishing

Addressing Information Overload

With an exponential increase in published research, filtering relevant and high-quality content becomes challenging. ACS employs advanced search algorithms and curated collections to assist users.

Maintaining Quality Amid Rapid Growth

Ensuring rigorous peer review and editorial standards amid growing publication volume remains a priority to uphold scientific integrity.

Expanding Global Reach

By translating content and partnering with international institutions, ACS aims to make chemical research accessible worldwide, fostering global collaboration.

Conclusion

The chemical activities American Chemical Society publish significantly influence the dissemination and advancement of chemical sciences. Through their comprehensive portfolio of journals, books, and digital resources, they support researchers, educators, and industry professionals in staying abreast of the latest developments. As science continues to evolve, ACS remains committed to fostering open, transparent, and sustainable publishing practices that drive innovation and address societal challenges. Engaging with ACS publications not only enriches individual knowledge but also contributes to the collective progress of chemical research and its applications for a better future.

Chemical Activities American Chemical Society Publ: An In-Depth Guide to Innovations and Resources

The Chemical Activities American Chemical Society Publ (ACS Publications) stands as a cornerstone in the world of scientific dissemination, fostering advancements across chemistry and related disciplines. As one of the most comprehensive sources for peer-reviewed research, educational resources, and industry insights, ACS Publications plays a pivotal role in shaping the future of chemical sciences. Whether you're a researcher, educator, student, or industry professional, understanding the scope and impact of ACS Publications' chemical activities can unlock new opportunities for engagement, learning, and innovation.

Understanding the Scope of Chemical Activities in ACS Publications

Chemical activities American Chemical Society Publ encompasses a broad range of initiatives aimed at advancing chemical knowledge and its applications. These activities are designed not only to disseminate cutting-edge research but also to promote collaboration, education, and policy development within the chemical community.

Key facets include:

- Publishing peer-reviewed journals and books
- Organizing scientific conferences and symposia
- Supporting educational initiatives and outreach
- Promoting industry-academic collaborations
- Developing standards and best practices
- Facilitating open access and data sharing

The Role of ACS Publications in Chemical Research

Peer-Reviewed Journals: The Heart of Chemical Innovation

At the core of ACS's chemical activities are its extensive portfolio of scientific journals. These publications serve as the primary platform for disseminating novel research findings, reviews, and technical notes.

Notable journals include:

- Journal of the American Chemical Society (JACS)
- Chemical Reviews
- ACS Applied Materials & Interfaces
- Analytical Chemistry
- Inorganic Chemistry

Features of these journals:

- Rigorous peer review process to ensure quality
- Fast publication timelines
- Broad coverage across sub-disciplines like organic, inorganic, analytical, materials, and physical chemistry
- Open access options to promote wider dissemination

Books, Monographs, and Technical Reports

Beyond journals, ACS publishes comprehensive books and technical reports that serve as vital resources for researchers and educators. These materials often synthesize current knowledge or present new methodologies.

Educational and Outreach Initiatives

ACS Publications actively promotes education through various programs and resources aimed at students, educators, and the public.

Notable initiatives include:

- ACS Education: offering lesson plans, teaching resources, and professional development
- ChemMatters: a magazine for high school students to spark interest in chemistry
- ChemRxiv: a preprint server for rapid dissemination of preliminary research findings
- Public outreach programs: including science communication campaigns and community engagement

Industry Engagement and Technology Transfer

Chemical activities also extend into industry partnerships, translating research into real-world applications.

Key activities include:

- Collaborations with industry leaders for applied research
- Intellectual property management and patent support
- Development of standards and safety protocols
- Technology transfer initiatives to commercialize innovations

Promoting Standards, Best Practices, and Ethical Conduct

Maintaining integrity and safety within the chemical community is paramount. ACS Publications emphasizes the importance of ethical research and standardized practices.

Core focus areas:

- Clear authorship and publication ethics
- Data reproducibility and transparency
- Safety guidelines for chemical handling
- Environmental sustainability in research and industry

The Impact of Open Access and Data Sharing

In recent years, ACS Publications has increased efforts toward open access publishing, making research more accessible globally.

Advantages include:

- Broader dissemination of scientific knowledge
- Accelerated innovation cycles
- Increased citation and visibility for authors
- Enhanced collaboration opportunities

Data sharing policies promote reproducibility and facilitate meta-analyses, further strengthening chemical research.

How to Engage with ACS Chemical Activities

For researchers, educators, and industry professionals eager to participate in or benefit from ACS's chemical activities, several pathways exist:

- Publishing research: submitting articles to relevant ACS journals
- Attending conferences: such as the ACS Fall and Spring National Meetings
- Joining divisions and committees: to influence policy and initiatives
- Accessing educational resources: via ACS Education and ChemRxiv
- Participating in outreach: public science events and community programs
- Collaborating with industry partners: through ACS industry programs

Future Directions in Chemical Activities by ACS Publications

As science advances, so do the chemical activities driven by ACS Publications. Emerging trends include:

- Emphasis on sustainability and green chemistry: developing eco-friendly processes
- Integration of artificial intelligence and machine learning: accelerating discovery
- Enhanced data infrastructure: creating interoperable databases
- Global collaboration: fostering international research networks
- Open science movement: democratizing access to chemical knowledge

Conclusion: Embracing the Power of Chemical Activities

The Chemical Activities American Chemical Society Publ exemplifies how a dedicated organization can propel scientific progress through comprehensive publishing, educational outreach, industry collaboration, and policy development. As the chemical sciences continue to evolve, engaging actively with ACS's resources and initiatives offers unparalleled opportunities to contribute to innovation, education, and societal well-being.

By understanding the multifaceted nature of ACS's chemical activities, stakeholders can better leverage these efforts to advance their careers, foster collaboration, and promote a sustainable and innovative future for chemistry worldwide.

QuestionAnswer What is the American Chemical Society Publishing (ACS Publ) and its primary focus? ACS Publishing is the publishing division of the American Chemical Society, focusing on disseminating peer-reviewed research articles, journals, and scientific information in the field of chemistry and related disciplines. How does ACS Publ support open access publishing? ACS Publ

offers open access options for authors to make their research freely available, promoting wider dissemination and accessibility of scientific knowledge across the global community. What are some popular journals published by ACS Publ? Some leading journals include 'Journal of the American Chemical Society,' 'ACS Nano,' 'Chemical Reviews,' and 'ACS Central Science,' covering a wide range of chemistry subfields. How can researchers submit their work to ACS Publications? Researchers can submit their manuscripts through the ACS Paragon Plus online submission system, following specific guidelines for each journal to facilitate peer review and publication. What are the recent innovations in chemical activity research published by ACS? Recent innovations include advancements in catalysis, sustainable chemical processes, nanomaterials, and computational chemistry, as highlighted in recent ACS journal articles. How does ACS Publ ensure the quality and integrity of published research? ACS Publ employs rigorous peer review, editorial oversight, and ethical standards to ensure the reliability, reproducibility, and scientific integrity of published research. What are the benefits of accessing ACS Publ's research articles for scientists? Accessing ACS Publ's articles provides scientists with cutting-edge research, comprehensive reviews, and the latest developments in chemistry, aiding in their scientific progress and innovation.

Related keywords: chemical research, ACS publications, chemical journals, American Chemical Society, chemical literature, scientific articles, chemistry research, chemical innovations, ACS journals access, chemical sciences publications

Read the full article online: [chemical activities american chemical society publ](#)