Scientific writing for peer reviewed journals is how scientists communicate their work to the world. It is important to tell a clear and compelling story, beginning with justification for the work, placing it in the context of prior work, and its significance in advancing the field, i.e., what problem is being addressed? Manuscripts are submitted to peer-review by experts, selected by the editor. Only a select number will be published, depending on novelty, significance to the field, demonstrated applicability, appropriateness for the journal, and so forth. Peer-review is for the benefit of the author as well as for the editor, and helps improve the quality and impact of the paper. Ethics in publication is of paramount importance, and real-world examples of manuscripts submitted to Talanta that do not follow established guidelines will be given, as well as how authors can use the peer review system to their advantage.