



This is a summary of the book ***Increasing the Impact of Your Research: A Practical Guide to Sharing your Findings and Widening your Reach*** by Jenny Grant Rankin, Ph.D.

This highly practical guide helps researchers in all fields share their findings, knowledge, and ideas effectively and beyond typical silos. By pursuing the recommendations in this book, researchers can increase the exposure of their work to increase impact. Chapters cover the most effective ways to share readers' research, such as:

- social media (maximizing exposure and branding, leveraging time-saving tools)
- media (landing interviews and contributing to public dialogue)
- writing (landing book deals and succeeding in key writing opportunities)
- speaking (giving TED Talks, delivering conference keynote presentations, appearing on NPR, etc.)
- connecting (networking, influencing policy, etc.)
- honors (winning awards and recognition to expand your platform)

Rich in tips, strategies, and guidelines, this book also includes clever “fast tracks” and downloadable online resources that provide links, leads, and templates to help secure radio broadcasts, podcasts, publications, conferences, awards, and other opportunities.

About the Author: Jenny Grant Rankin, Ph.D. is a Fulbright Specialist and Mensan with two doctorates who has delivered approximately 200 keynotes and lectures (such as for University of Cambridge, TED, and national research associations). She has written 11 books and over 140 papers and articles, enjoyed a media spotlight, and been honored by the U.S. White House for her work. See more at www.JennyRankin.com.