I will give a view inside of Physical Review Letters (PRL). I will describe how the review process works, how we pick our highlighted papers, and how things have changed since we raised standards four years ago—notably how we are asking more of authors, referees, and ourselves. I will also present some illuminating statistics and talk about journal metrics. If there is time, I will give you some advice on how to succeed with your PRL submissions, and share a few anecdotes.