



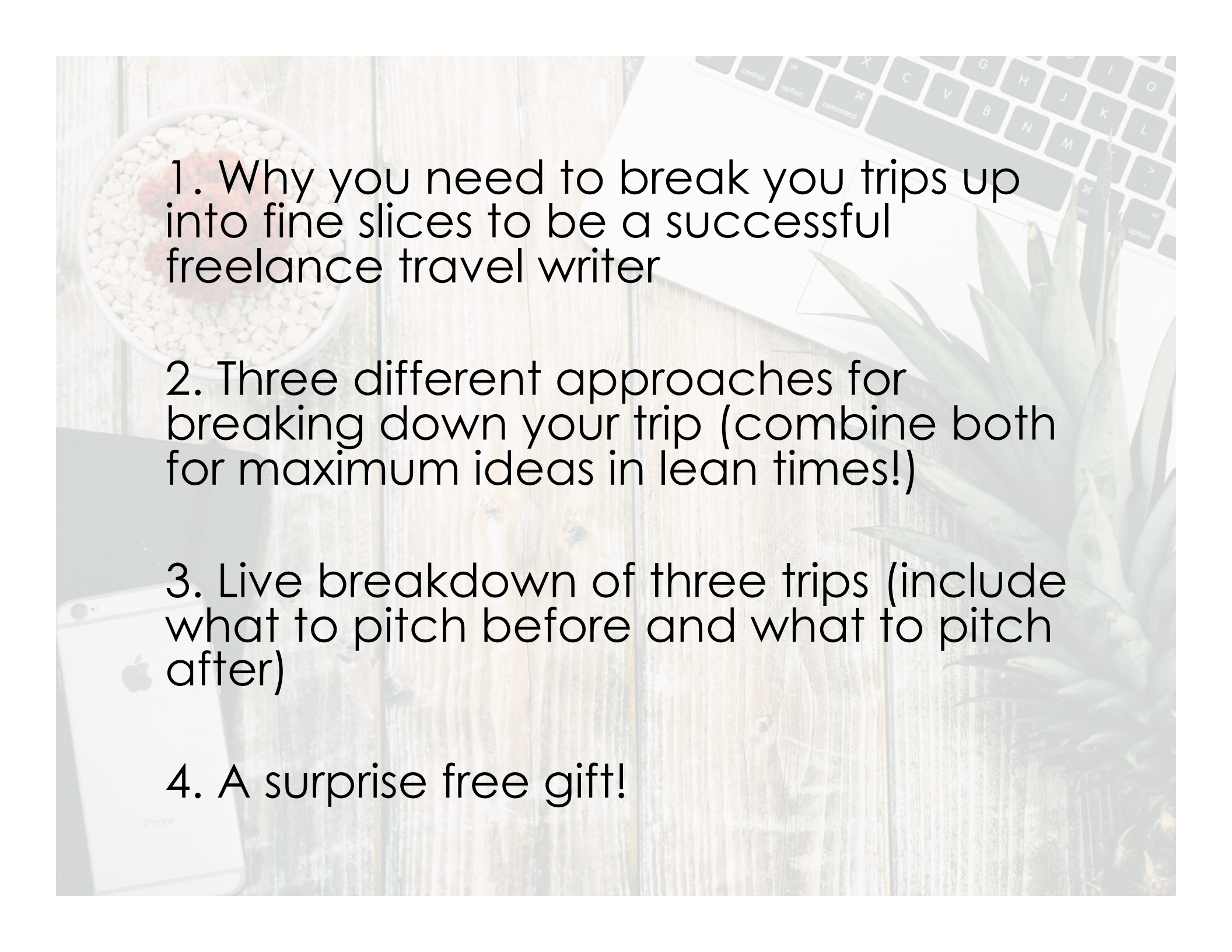
*Dream of
Travel Writing*

How to Break Your Trip Into the Maximum Number of Articles

by Gabi Logan, founder of Dream of Travel Writing

A hand holding a vintage brass compass against a blurred landscape background. The compass is the central focus, showing its intricate details and the cardinal directions. The background is a soft-focus view of a valley or mountain range under a bright sky. The text is overlaid on the lower half of the image.

Today, we're going to
talk about...

A wooden desk with a laptop, a bowl of white pebbles, and a succulent plant. The laptop is open, showing the keyboard. The bowl is filled with white pebbles and has a small red flower on top. The succulent plant is green and has long, pointed leaves.

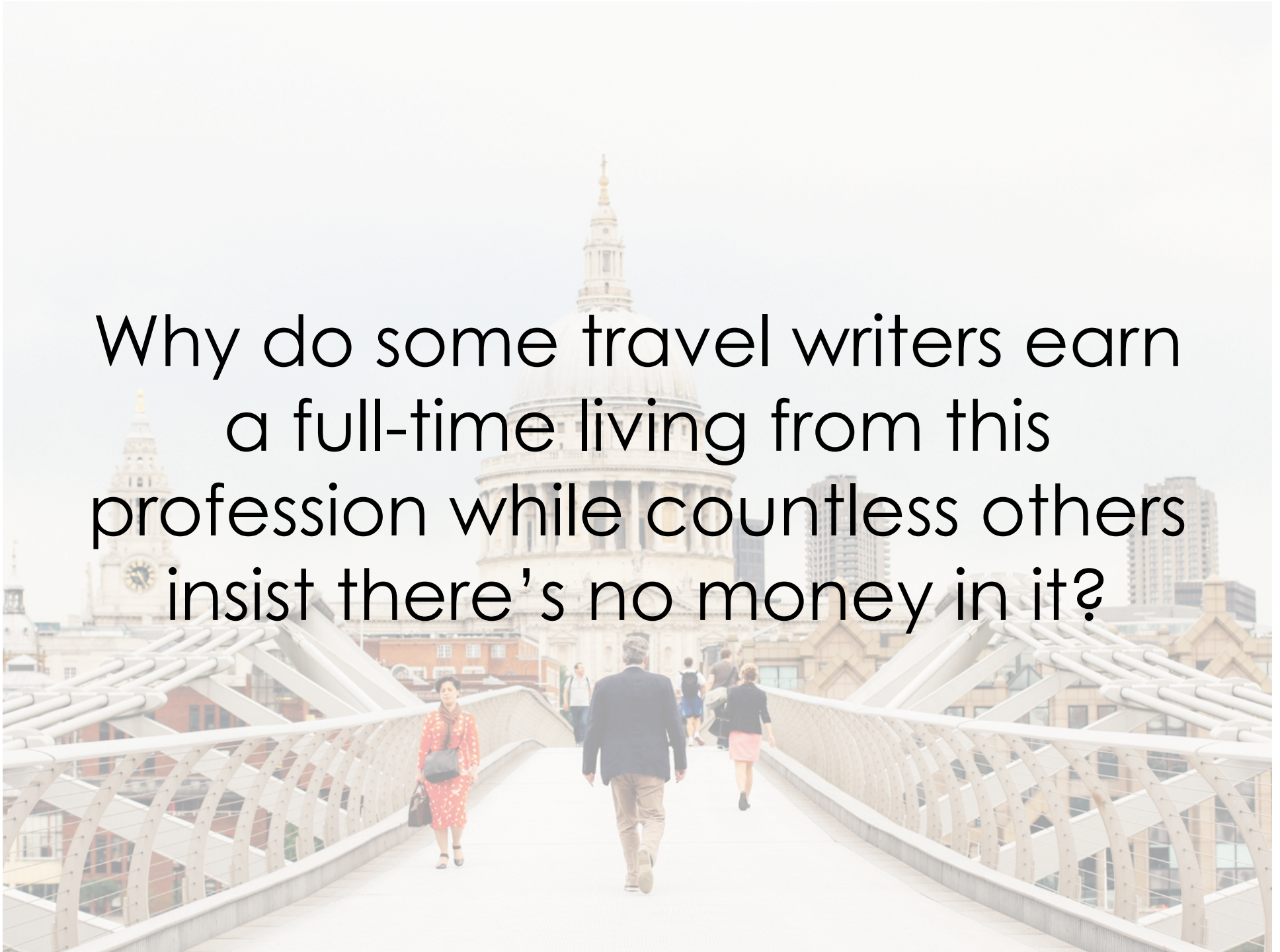
1. Why you need to break your trips up into fine slices to be a successful freelance travel writer

2. Three different approaches for breaking down your trip (combine both for maximum ideas in lean times!)

3. Live breakdown of three trips (include what to pitch before and what to pitch after)

4. A surprise free gift!

Why do some travel writers earn a full-time living from this profession while countless others insist there's no money in it?



A person is driving a car, viewed from the passenger side. The driver is wearing a dark shirt and has their hands on the steering wheel. The car's interior, including the dashboard and steering wheel, is visible. The background shows a blurred view of trees and a road. The text is overlaid on the image.

Six-figure Income for Travel Writers Who Value Freedom

Income Breakdown:

- copywriting project creating web content for a destination or travel company: \$4,000
- content management and blog creation for travel-related businesses: \$1,500 x 3

Six-figure Income for Travel Writers Who Value Free Trips

Income Breakdown:

- content creation tour for a destination or travel company: \$3,000
- articles in regional, niche or web publications covering places you've taken press trips to: \$500 x 7
- creating and populating social media content for destinations or travel companies based on your trips: \$1,000 per client x 2

Six-Figure Income for Travel Writers Who Value Bylines

Income Breakdown:

- feature/article in glossy newsstand magazine \$3,000 x 1
- department in glossy newsstand magazine: \$1,500 each x 2
- newspaper article or travel essay for mainstream pub online: \$500 each x 3
- short front-of-book pieces or departments in glossy newsstand magazine: \$250 each x 4



These folks hustle.

Do you?

Full-time Writers Have Pitch Pipelines

- They know their pitch success rate (typically 20-90% depending on how honed their pitches are)
- They know their target monthly income (\$8,333 for \$100,000 per year)
- They know how much their editors will pay
- Then they do the math...and it means a lot of pitches

Sample Pitching Calculations – 25% Success Rate (New)

- Goal income: \$4,000 per month
- Need to pitch at \$16,000 of assignments...which can break up different ways:
 - 160 pitches for \$100 assignments*
 - 53 pitches for \$300 assignments*
 - 32 pitches for \$500 assignments
 - 16 pitches for \$1000 assignments

*though these typically have a much higher assignment rate, depending on the level of the publication

Sample Pitching Calculations – 40% Success Rate (Mid-Career)

- Goal income: \$5,000 per month
- Need to pitch at \$12,500 of assignments...which can break up different ways:
 - 42 pitches for \$300 assignments*
 - 25 pitches for \$500 assignments
 - 12.5 pitches for \$1000 assignments

Sample Pitching Calculations – 90% Success Rate (Experienced)

- Goal income: \$10,000 per month
- Need to pitch at \$11,111 of assignments...which can break up different ways:
 - 37 pitches for \$300 assignments
 - 23 pitches for \$500 assignments
 - ~11 pitches for \$1000 assignments

A long, narrow metal walkway with railings stretches through a dense forest. The walkway is made of a grid-like metal surface and is flanked by metal railings. The forest is lush with green trees and foliage, creating a sense of depth and perspective. The walkway leads towards a vanishing point in the distance, where the trees are more densely packed.

So how on earth do we come
up with 11-160 solid pitch ideas
EVERY month?!?

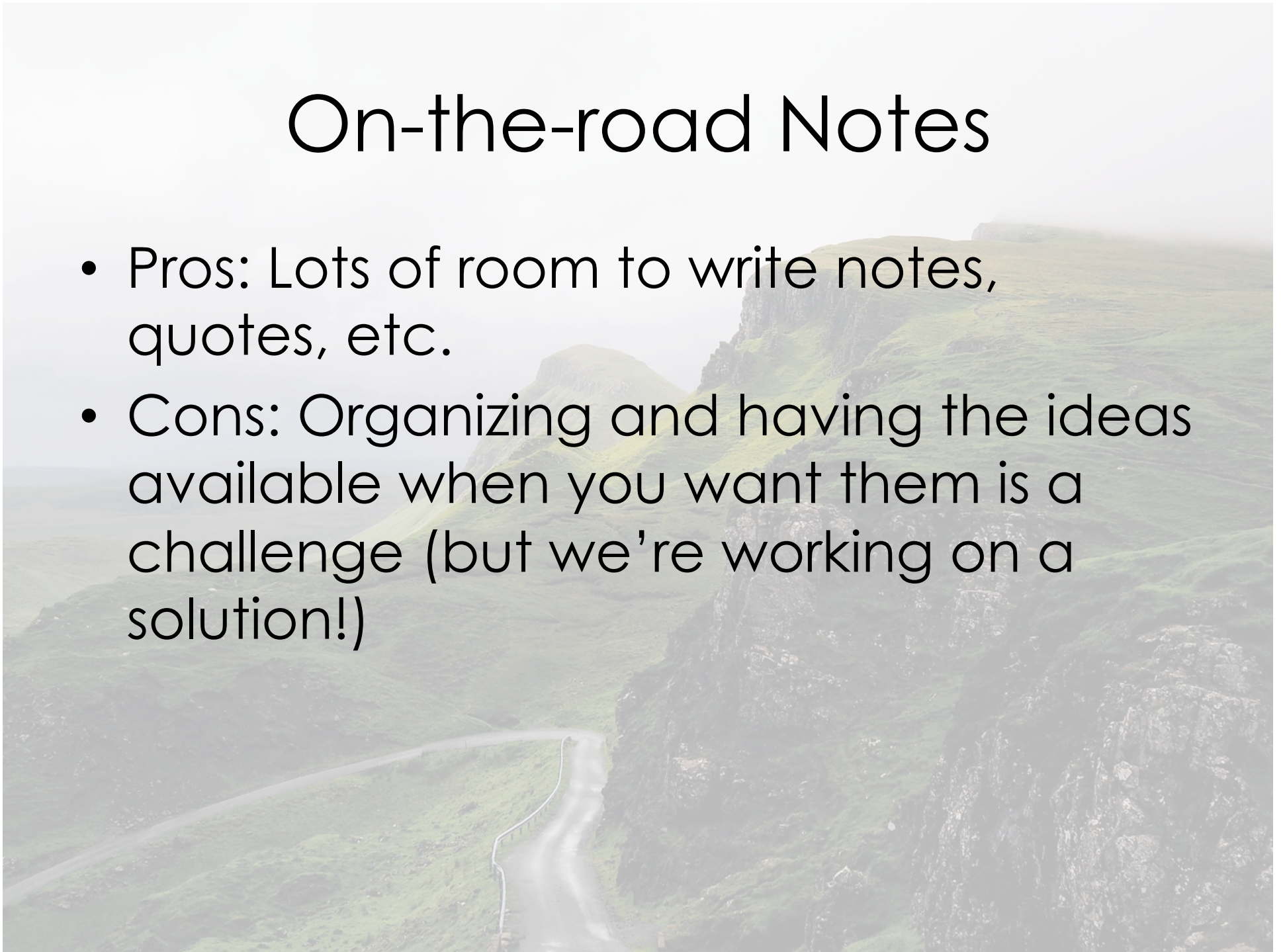
Three Methods I Like

- On-the-road (well-organized, or they're useless) pitch-specific note taking
- Post-trip mindmapping
- Chronological itinerary breakdown both pre- and post-trip

GL	150 ancient monuments in london	(1d)
GL	ART IDEA: winter in Madrid: Teatro eapana since 1583, history is there. Niche de max e...	(1d)
GL	COW SNOUT PRINT....yushito fuku. How do you remember the name of the cow we ate...	(1d)
GL	From karthik, how his grandfather and dad make coffee, for vice....the evolution of ma...	(1d)
GL	NEED TO PITCH ARCTIC bath	(1d)
GL	PITCH an essay about driving in Italy and how after a decade its opened up the countr...	(1d)
GL	START UPS THAT USE food and things that would go to waste	(1d)
GL	The REAL reason you should visit Assisi (one of the best preserved medieval cotitez) ex...	(1d)
GL	THE SOBA EXPERIENCE	(1d)
GL	what does it say about britain vs america that on christmas they have movie like happ...	(1d)

On-the-road Notes

- Pros: Lots of room to write notes, quotes, etc.
- Cons: Organizing and having the ideas available when you want them is a challenge (but we're working on a solution!)



Write your trip experience in the center

Fill the outer circles with different story angles

Cape Cod

Fifty
+ Fifty Plans
selling line
of sandwiches

Fifty
suggestions
on where
to go in fall

CBI don't
"The Sacred"
burn wood
secret blind of
dark stormy colors
liquors that
go clean sheet
bit of a pun
washed

Cranbog
Tall
Cranbog
distant

40 Packed
Summer
bags in fall

Cranbog
four advice
where to go
in fall

Historical
art gallery

Event
venue

Folic
Tain at Cape
Western
Cottages

Whale
Watching
Two barrels

of
deaths on
The Cape
- CBI

with
to sell you
a way
of what
of wine in
Baba

Please
to find
on 90
- Lib

Princess
Cape
Hill

A taste
of
Pops

Seeds
while you're
in the
is not equal

Choc
Tain of
Capes

Wind
mills
of
Cape
Lot

Pattern
on Cape
(#)

Essay
Me + Sandra
School
Story of
Cape
Cottages

Hot
Chocolate
Café

Cape
history
month

Cape
the book
of
the
island

Best
Cape
Cottages
in
the
area

Seaside
Ice
Cream
Parlor

Charming
Stops on
Cape
Cottages

Seaside
Drives
on Cape

Famous
Writers on
Cape
Cottages

White
Cape
Cottages

Mindmapping

- Pros: Allows you to quickly think of slices of ideas for different publications or in different article formats
- Cons: Space is a little factor; easy to get pigeonholed in one aspect or experience from a trip and pitch it to death

Chronological itinerary breakdown both pre- and post-trip

- Pros: Requires you to go through trip in detail so you don't miss any possible story opportunities
- Cons: Time-consuming

We're going to go through this one now so you can see how it works, because I think it's the best for folks who are newer to power pitching.

For this to work best, it helps to already be familiar with the type of content that magazines (generally, but especially ones you're eager to pitch) feature



“Way of Life” is a 1,000-word article written in third person about the home or hotel of a notable person that you can stay in. In a recent issue, the Cotswolds house where Nancy Mitford grew up is featured.

“Trendwatch” is about recent trends in the travel industry, like the recent trend of [cannabis tourism in the United States](#) as featured in a recent issue. This is a 500-word article written in third person.

“Snapshot” is a 50-100-word, first-person description of an encounter with a person in an international location, such as meeting a priest in Italy and overcoming the communication barrier with gestures, followed by the priest gifting his rosary beads and providing a blessing.

“Gourmet Travels” contains two articles, such as “A Journey in Tradition,” where the author explored the historic city of Burgos and its food in the north of Spain. These articles are in second and third person. Sidebars are approximately 100-300 words, giving information on how to get to the area, as well as further reading resources, where to stay or shop, or listing eight places to eat with short summaries and contact information for the restaurants.

“Eat the World” is broken into eight smaller sections focused on culinary hot spots across the globe and featuring a special part of the culinary and local culture from that destination. Half of these are written by contributors. A recent issue included the 1,200-word “[Ice Cream Socialism](#)” written in first person that dives into Cuba’s obsession with ice cream sundaes, “Now Arriving: Tijuana,” a 300-word gallery written in first person about the food trucks, new chefs, and young locals reviving the town’s culinary scene, and “[The Beers of Summer](#),” a 550-word article written in third person about Brooklyn-based brewer Jeppe Jarnit-Bjergsø’s must-have elements when drinking brews outside.


“Longform” includes five to six 800-to-1,700-word, third-person articles that dig deeper into worldwide destinations and the unique quirks that make up that place. These are mainly written by the editorial staff, but one to three are written by contributors. An example from a recent issue of a contributor written article is “[In Cod We Trust](#),” about how those who relied on the large quantities of cod at Massachusetts’ Cape Cod are now finding new ways to make a living as those quantities decrease. Other topics recently featured include why Los Angeles is America’s modern art capital, the world’s best gin from a Finnish distillery, and a feast put on by Guadeloupe’s top chefs.

“A Meal to Remember” is a photo that is the final embodiment of that issue and a short 250-word story written in first person about a memorable meal. A recent example titled “[The Spearfisher’s Dinner](#)” is about a spearfisher who catches her own dinner while free diving 75-feet below water in the Bahamas.

“Die Fragen des Monats” (“The Questions of the Month”) includes three to five articles that answer a question about current travel trends, like the “Does Germany really still need the brewing purity law,” “Why does my mobile phone always land face down,” “How much work do digital nomads really do between coffees,” and “What do Cuban cigar rollers listen to as they roll.” The articles range from 300 to 700 words each (for the English version) and are typically written in first or third person, with at least one that is interview format.

“Notes From a Farm” takes readers all the way to the source of their food by featuring a farm in the southern United States with a 1,000-word article written in third person. A farm in northeast Florida that produces rice was featured in a recent article titled “Going With the Grain.”

“Best...” is, for example, “Best Wine Stores.” The section concentrates on the best of some aspect of wine or the wine community. There is a round-up of the best of something in an area (like Melbourne, Milan, or San Francisco), with three in each area, and each area is written by a different contributor. Each section has approximately 200 words total.

A scenic view of a small island in the middle of a calm sea under a clear blue sky. The island is small and rocky, with some greenery on top. The water is a light blue color, and the sky is a pale blue with some light clouds. The text is centered over the image.

Grab your handouts if you haven't already and turn to the first trip, the Northern Japan itinerary

SO MUCH HERE!

Our 2016 trip will focus on the greater Tokyo area, the mountainous Nagano region, and a trip up north to an area that was affected by the earthquake/tsunami in 2011 (but is totally safe as far as radiation danger is concerned). We'll start in Tokyo—one of the largest, craziest cities in the world—and spend a few days exploring everything it has to offer. This will include **the famous Penis Festival in nearby Kawasaki**, as well as Ueno Park, Shibuya “scramble” crossing, and **the world-famous Tsukiji fish market (before it is moved at the end of 2016)**. As Tokyo is a melting pot of cuisines from all over Japan, we'll be trying a bunch of **regional specialties** as well as the local dishes, including one very special dinner at one of the top restaurants in the world. We'll also get out one of the days and spend a whole afternoon with the locals, **picnicking under the cherry blossom trees**.

After Tokyo we take the bullet train to Nagano, which is the staging grounds for **the 206th sexennial (every six years) Onbashira festival**. For the past 1200+ years the locals of a small city on a lake in the middle of the mountains have been cutting down giant trees, dragging them up the mountains, and riding them down before transporting them back to the city to be positioned upright in front of the local temple for the next six years. The festival runs for three days, and after that we'll check out Matsumoto castle before heading to Nagano city. This will be our base of operations in our quest to see **the renowned bathing snow monkeys**. Found only in Japan, these monkeys are the only monkeys in the world to live and thrive in such cold temperatures, aided of course by the prevalence of hot springs, which they make good use of.

We then head out back towards Tokyo and then head north to Sendai. **Sendai is known for being one of the culinary capitals of Japan**, and we'll enjoy as much of that as we can during our three nights there. We'll tour some local distilleries and breweries, and explore **how the local residents are still recovering from the huge 2011 disaster five years down the road**. To finish up the trip we'll circle back to Tokyo for a couple nights, enjoying another wonderful dinner along with a stroll through Ueno Park, where all of the interesting Japanese “characters” hang every Sunday.

Obvious items to pull out pre-trip:

- the famous Penis Festival in nearby Kawasaki
- the world-famous Tsukiji fish market (before it is moved at the end of 2016)
- Sampling regional Japanese specialties in Tokyo
- picnicking under the cherry blossom trees
- the 206th sexennial (every six years) Onbashira festival
- the renowned bathing snow monkeys
- Sendai is known for being one of the culinary capitals of Japan
- local distilleries and breweries
- how the local residents are still recovering from the huge 2011 disaster five years down the road



But how well
did they really work out?

In Reality:

- the famous Penis Festival in nearby Kawasaki
- the world-famous Tsukiji fish market (before it is moved at the end of 2016)
- Sampling regional Japanese specialties in Tokyo
- picnicking under the cherry blossom trees
- the 206th sexennial (every six years) Onbashira festival
- the renowned bathing snow monkeys
- Sendai is known for being one of the culinary capitals of Japan
- local distilleries and breweries
- how the local residents are still recovering from the huge 2011 disaster five years down the road

Breaking Down the 206th sexennial Onbashira Festival – By Format

- profile
- postcard
- narrative feature
- service piece
- round-up
- interview
- news brief
- short

Breaking Down the 206th sexennial Onbashira Festival – By Audience

- groups
- couples/honeymooners
- independent travelers
- families
- history buffs
- foodies
- adventure seekers

Breaking Down Culinary Capital Sendai - By format

- profile
- postcard
- narrative feature
- service piece
- round-up
- interview
- news brief
- short

Breaking Down Culinary Capital Sendai - By format

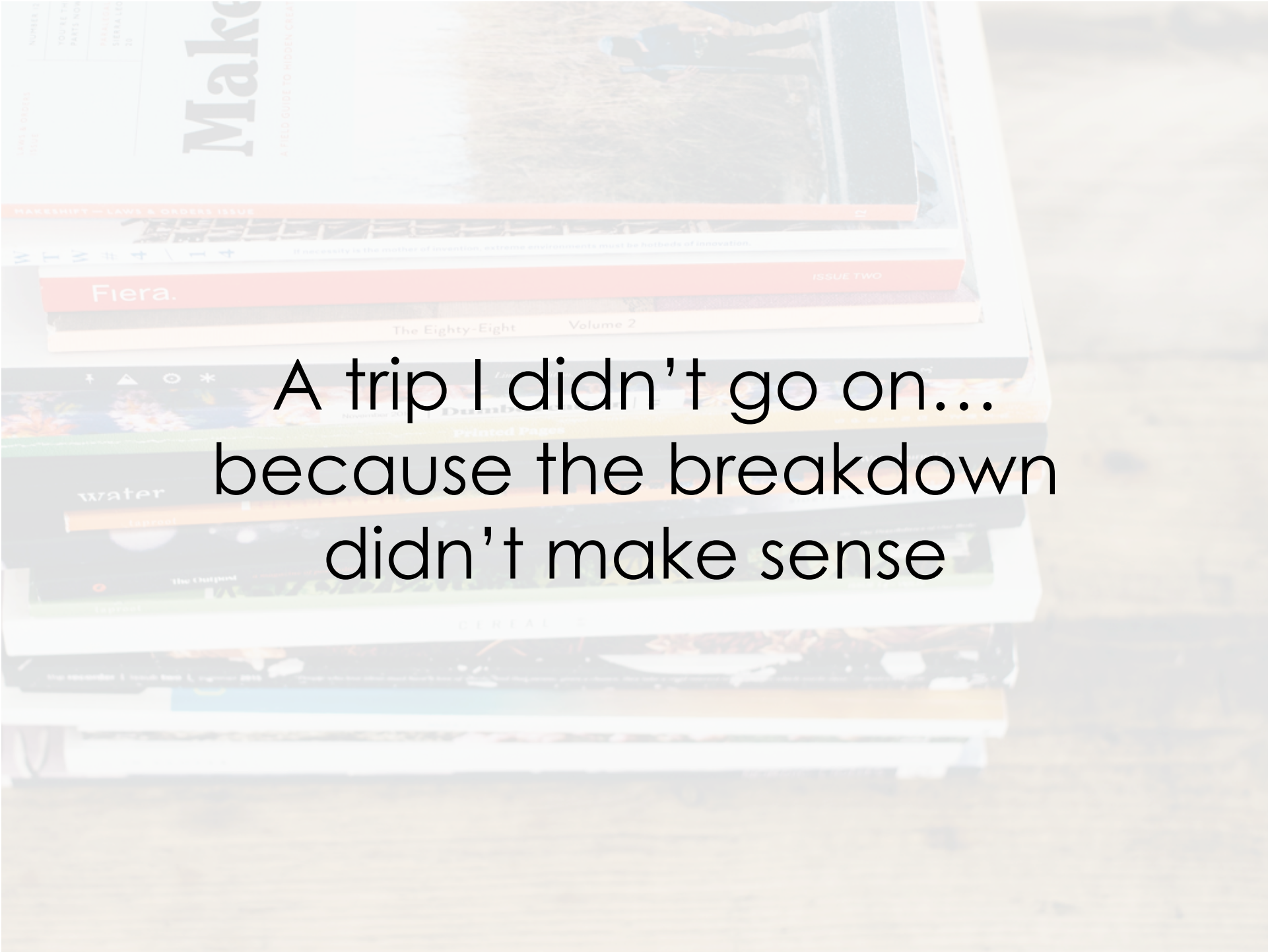
- groups
- couples/honeymooners
- independent travelers
- families
- history buffs
- foodies
- adventure seekers

Terre De L'Ebre – What Stands Out?

- swim in the water with the largest tunas in the world
- Ebro Delta: bays, lagoons, the mouth of the Ebro river, the salicornars (a native plant), sand dunes, etc.
- Caseta del Parrillo, located over the mussel and oyster farms.
- thirty- five monumental olive trees belonging to the Porta Ferré family

Terre De L'Ebre – What Really Worked?

- swim in the water with the largest tunas in the world
- Apiarian Interpretation Center Muria
- Ebro Delta: bays, lagoons, the mouth of the Ebro river, the salicornars (a native plant), sand dunes, etc.
- Caseta del Parrillo, located over the mussel and oyster farms.
- Basket weaving Museum
- thirty- five monumental olive trees belonging to the Porta Ferré family
- Temps de Terra, a very special agricultural and livestock farm in Cabiscol property



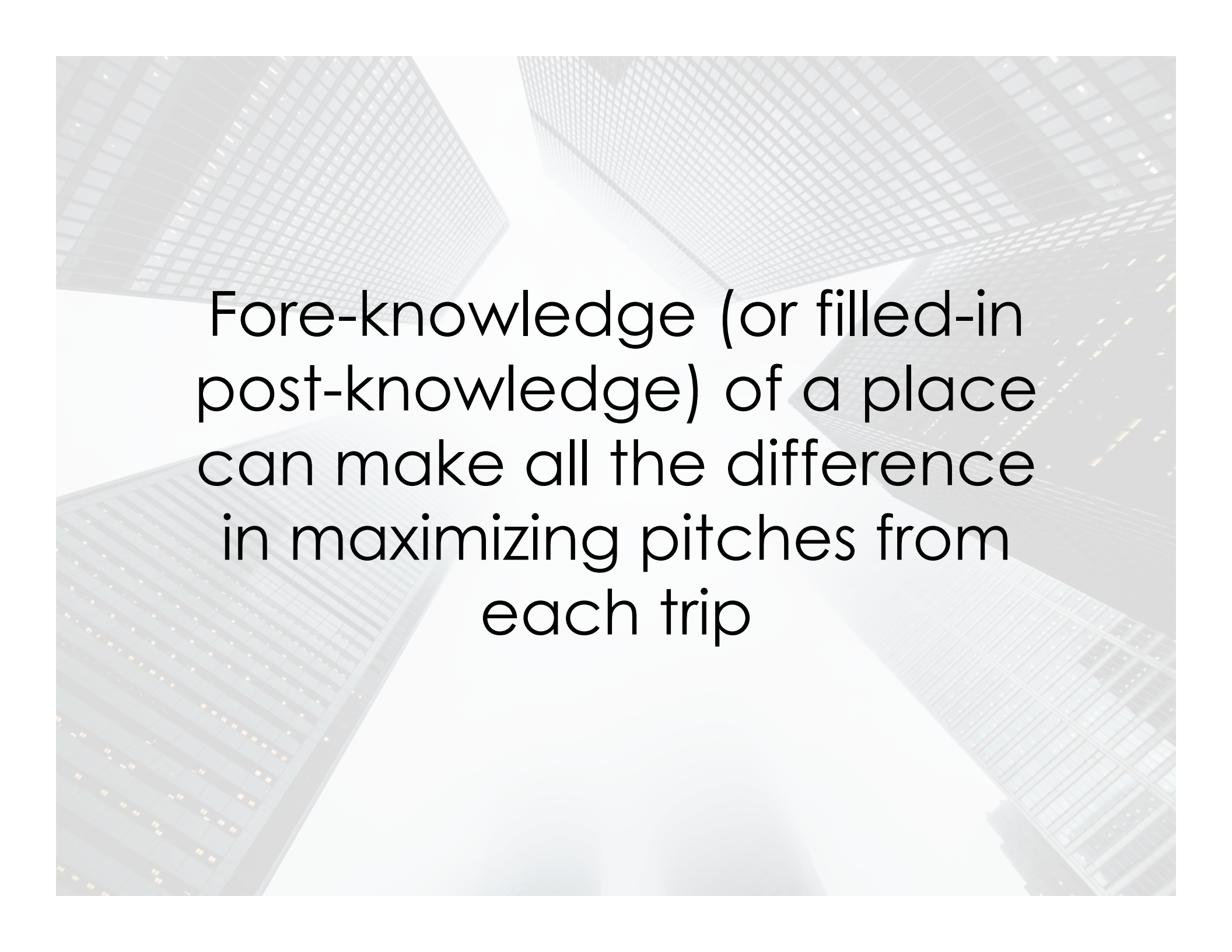
A trip I didn't go on...
because the breakdown
didn't make sense

Dubai – What Stands Out?

- Leave Day 1, arrive Day 2 and do nothing, nothing scheduled on Day 3 until 3pm
- a desert safari
- private dinner in a desert camp
- the Madinat Souk
- Al Fahidi Fort, which houses the Dubai Museum
- cross creek by traditional boats, or abra
- gold souk

How Would I Pre-Pitch Dubai

- Leave Day 1, arrive Day 2 and do nothing, nothing scheduled on Day 3 until 3pm
- a desert safari
- private dinner in a desert camp
- the Madinat Souk
- Al Fahidi Fort, which houses the Dubai Museum
- cross creek by traditional boats, or abra
- gold souk



Fore-knowledge (or filled-in
post-knowledge) of a place
can make all the difference
in maximizing pitches from
each trip

Be Best Prepared to Pitch By:

- Making as sure as possible your trips will adhere to the established itinerary
- Research places yourself in advance to find additional story angles or ensure validity (and interest!) of promised activities
- Research magazines—especially section formats!—regularly to make sure you have the widest possible placement opportunities available

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Whenever you need to double check an idea fit, your assumptions about editors, or your self doubt on whether your idea is good, email questions@dreamoftravelwriting.com.

