

*Dream of
Travel Writing*

How to Generate Sure-Fire Saleable Article Ideas

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 "Today, we're going to talk about..." is overlaid on the lower half of the image.

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



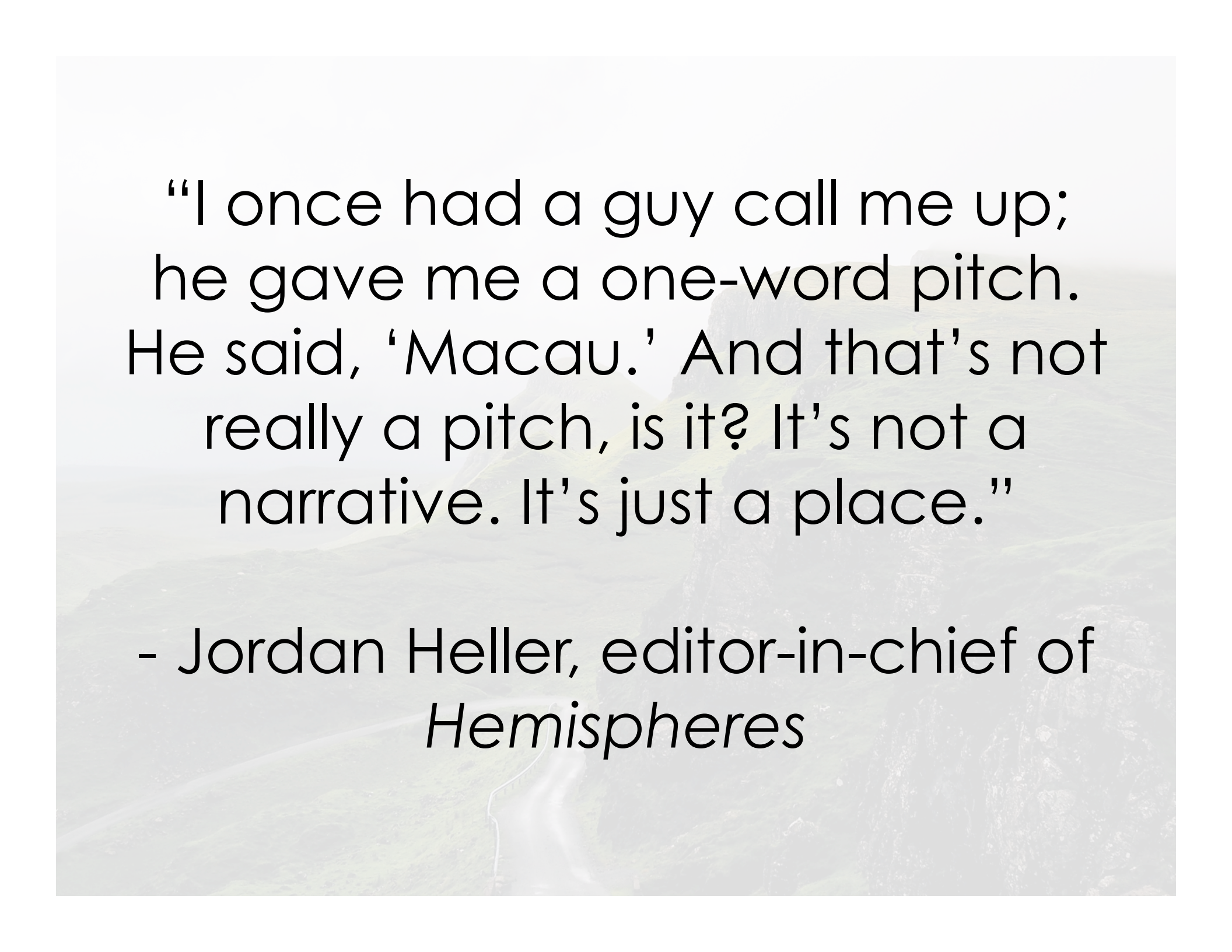
1. Why pitching magazine-then-idea can help us better achieve the true purpose of a pitch

2. Walk through the Travel Magazine Database

3. Live demos of reverse engineering ideas to perfectly fit magazine sections

A wide-angle photograph of a large railway yard at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The sky is filled with large, dark clouds that are illuminated from below. In the foreground, several parallel tracks run towards the horizon. On both sides of the tracks, there are numerous freight trains, each consisting of many white cylindrical tank cars. The tracks and trains recede into the distance, creating a strong sense of perspective. In the background, there are some buildings and utility poles. The overall atmosphere is one of quiet activity and industrial scale.

**BEFORE WE GET THIS TRAIN
MOVING...WHAT IS THE REAL
PURPOSE OF A PITCH?**

An aerial photograph of a valley with a river winding through it, surrounded by mountains. The image is faded and serves as a background for the text.

“I once had a guy call me up; he gave me a one-word pitch. He said, ‘Macau.’ And that’s not really a pitch, is it? It’s not a narrative. It’s just a place.”

- Jordan Heller, editor-in-chief of
Hemispheres

**THE MAIN PURPOSE OF A PITCH IS
NOT TO GET AN ASSIGNMENT...**

...IT'S TO START A CONVERSATION





How Do We Start That Conversation?

1. Show the editor you have good ideas
2. Show the editor you are a professional
3. Show the editor you understand their publication

A person is standing on the left side of a calm lake, looking towards the mountains. The lake reflects the surrounding landscape, including the trees and the sky. The overall scene is peaceful and scenic.

**ALWAYS PITCH TO GET A
RESPONSE...**

**...AND OPEN THE DOOR FOR MORE
CONVERSATIONS**

The Perfect Pitch Formula

All pitches are primarily composed of three things:

- the lead/lede or intro
- the outline on how you'll write the piece/what it will be about
- the "I'm so great" (ISG) paragraph or why you should be the one to write it

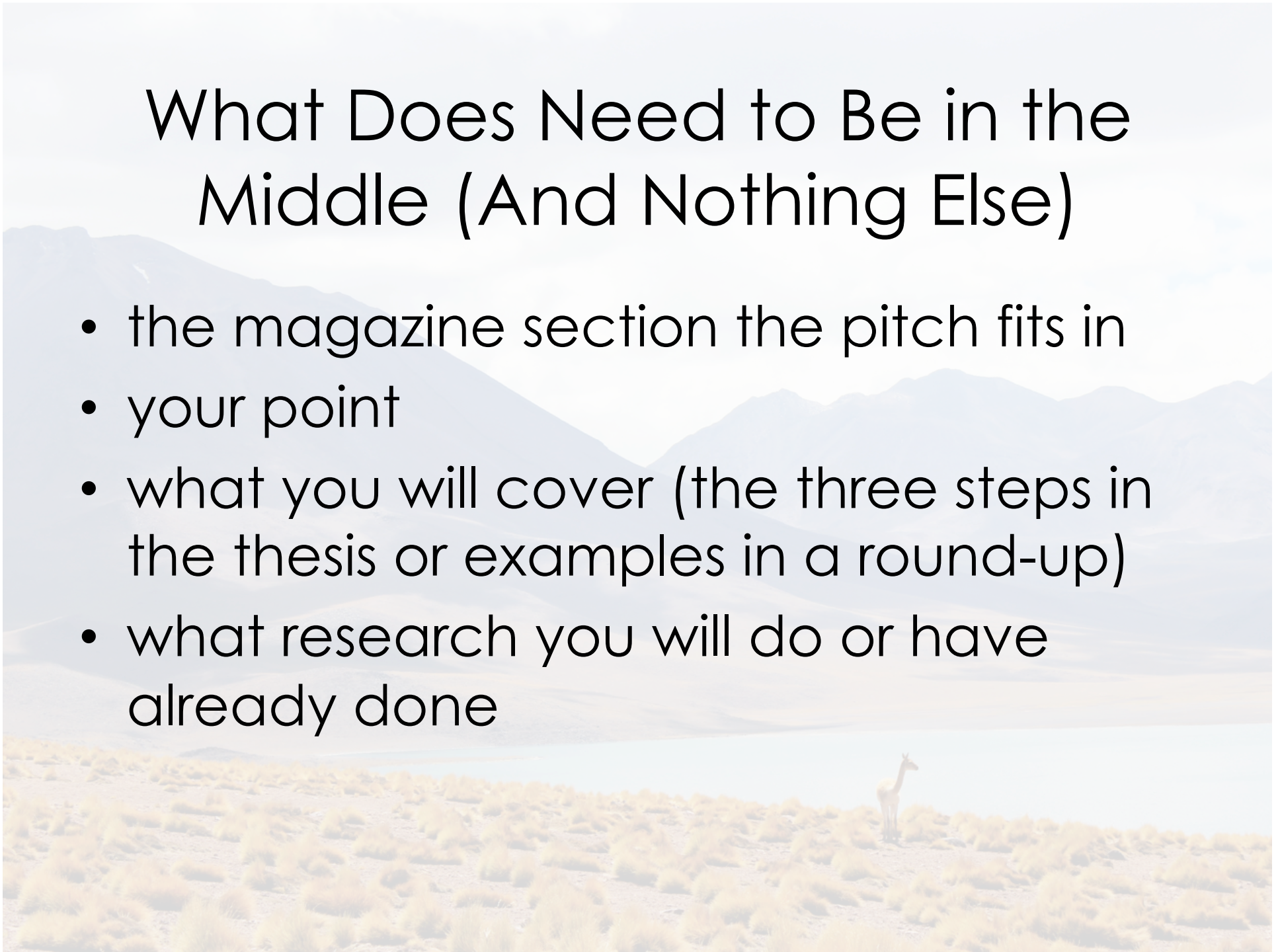
Powerful Leads

A background image showing a person's legs in light blue jeans and dark sneakers with red accents. The person is stepping on a wet surface, creating a large splash of water. The scene is brightly lit, possibly outdoors, with a blurred background.

- start in the middle
- too-good-to-be-true statistic
- the only thing of its kind
- one image or experience that stood out so clearly that you know someone else would want to replicate it

What Does Need to Be in the Middle (And Nothing Else)

- the magazine section the pitch fits in
- your point
- what you will cover (the three steps in the thesis or examples in a round-up)
- what research you will do or have already done

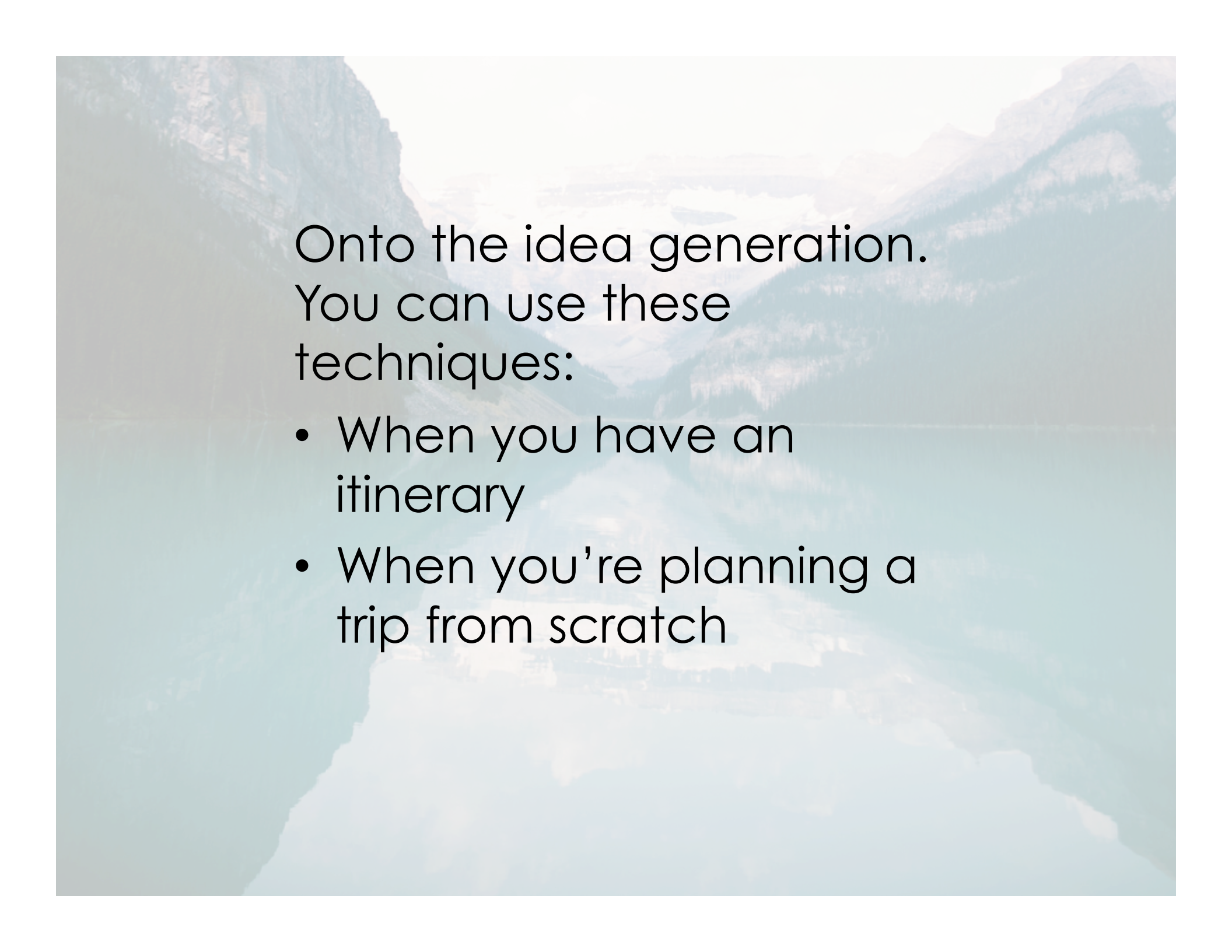


What Does Belong in the ISG (And Nothing Else)

- the information about you that is relevant to *this specific piece*
 - prior research
 - background experience
 - exclusive access
- your most impressive (or related) publication titles (even if volunteer)

A Headline Subject Line

- “PITCH: _____ [INSERT DESCRIPTIVE TITLE ENCAPSULATING TOPIC] for _____ [INSERT NAME OF SECTION OR DEPARTMENT]”
- The title should highlight the unique aspect of your idea:
 - Unearthing Rare Truffles Under 5 Feet of Snow
 - Trend Alert: Skinny Dipping in Piranha-filled Waters
 - Forget Lavender—Provence is the New Adventure Sport Capital of France
 - Ireland’s 12,000-year-old Cheesemaking Tradition



Onto the idea generation.
You can use these
techniques:

- When you have an itinerary
- When you're planning a trip from scratch

A scenic landscape featuring a range of mountains in the background, a calm lake in the middle ground, and a llama standing in a field of yellowish-brown shrubs in the foreground. The sky is overcast with soft, grey clouds. The text is overlaid on the upper portion of the image.

We're going to do this three ways:

- The airport approach
- The I want to pitch you method
- The loaded gun prep technique

An aerial photograph of a large suspension bridge under construction over a body of water. The bridge's main structure, including the towers and suspension cables, is painted a bright orange-red. The deck is a multi-lane highway with several cars visible. The water is a deep blue-green with white-capped waves. A white, rounded rectangular text box is overlaid on the right side of the image.

Let's hit the
database!

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.

