



Dream of Travel Writing

How to Generate Sure-Fire Salable Ideas

Today we are going to be talking about how to generate sure-fire salable ideas for magazine articles. I know that we have talked a lot about in our other webinars, about different ways to break down your pitches or your trips into pitches. Or different ways to write the perfect pitch and all of those things.

What I found, especially when I was first starting out, is that starting out my pitch thought process with what magazines are looking for, rather than what I have already done, I had a much-much higher success rate. If you read the blog post or the email newsletter about this call, you already heard a story that I am going to tell again during the call, and about why I think that is really great.

But, today what we are going to do is we are going to look, like I said, at why pitching magazines that idea can help us achieve better results. We are going to look at that in the context of what really is the purpose of a pitch in reality because it's not really what you think. Also, what the different sections of what your pitch should be and how if you start thinking of your article idea from the magazine itself you've already written most of your pitch. Before you even have to think of a specific article idea. Then we are going to quickly just look through the structure of the travel magazine database. Because I know that is something some of you asked about. We will then will do some live demos on how to reverse engineer ideas to fit magazine sections. So, thanks so much to you guys that are putting magazines over here. We have so many magazines that I can't always remember which ones we have, but any ones that are in here I will at least look up. And if we don't have them, I will add them to the list for the writers to add them to the list as well.

Alright so before we get started with looking at the magazines, I want to just talk quickly about what is the real purpose of a pitch. Because it's not to get an assignment. Here is a quote that I love and I use all of the time and if you have been on our other webinars or live workshop, you have probably seen it. But this is from Jordan Heller, who is the Editor in Chief of Hemispheres and also United Rhapsody magazine and Amtrak's News and National which has replaced the previous Amtrak Arrive as their magazine. Which is a cool opportunity for a national level long form articles as well. He said "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." You know, this is sort of an extreme example. But I love to remind you guys of it because I think we all get really in love with our article ideas. As we've conceived them but those aren't always publishable for any magazine and especially not this specific magazine you're pitching. That is why I really want to focus on sort of restructuring your magazine article idea thought process. So that you are really grounding yourself, you're training your eyes, you're training your mind and senses to look for ideas that are publishable. We are going to look at three specific ways to do that later.



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The main purpose of the pitch is actually not to get the assignment, its to start a conversation. So what this means is that while your pitch letter is pitching a specific idea, and I emphasize A as in one, as in you should never multiple pitch an editor that you have never worked with. That is a pet-peeve of a lot of editors, so it just seems a bit choice oriented one vs multiple. But its just something that across the board magazine editors don't like to have multiple pitches from people they have already worked with. Because they want to see that you have given them what you think is your best idea for them. Which circles back to what I was going to say right now about the purpose of the pitches is to start a conversation about your ability to write for their magazine. So, sometimes the first article you pitch them- they accept. But the funny thing about that is that can often end up with you writing just one article for the magazine. Because you don't feel confident that you completely understand the magazine or that you have a great report with the editor or all of these things because you didn't have to work for it. You didn't have to do some digging in conversation over email with the editor about what they are looking for and so you don't have as much of a stick to them. So often what I like is I tell people that the purpose of your pitch is to try and get a 'no'. Because when an editor says no, if they say no, as in if they respond as opposed to not responding at all. They often tell you why and if they don't tell you why you can write them back and ask and more then often they will tell you. When they tell you they're going to give you information that is going to help with your pitch. Ok?

The way that we start this very important conversation about what editors are actually looking for is to show the editor that we have good ideas in the first place. And what we mean by good ideas in this context is ideas that are actually publishable articles, as opposed to 'Macau', as opposed to 'biking in the Rockies'. These are topics not article ideas, ok?

The second thing is to show the editor that you are professional. That is accomplished by following specific pitching formats, as well as by showing that you understand what a good idea is, ok? And the most, most, most important thing is to show the editor that you understand his or her publication. That's where pitching idea first really comes into play. Because, our idea is inherently grounded in the magazine. So from the get-go our pitch is based from the idea that we know the magazine because we had to check out the magazine in order to write the pitch. You always want to pitch to get a response whether that is a 'yes' or 'no', and we do that by showing the editor that we are professionals. That we have good ideas and that we understand the publication. Because then they want to invest the time in helping you get it right, ok?

Now, lets just look super, super quickly and I've got a whole webinar on this if you haven't seen it. Go check out our webinar on "How to craft the perfect pitch." But, all pitches, all good pitches are composed of three things.



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They are composed of an attention grabbing lead/lede. They are composed of a body that explains to the editor just as much as they need to know to ask you for more information. What you're going to write in the smallest number of words possible (fewest number of words). So if it's, you know, a one word sentence that is perfect. If it's a topic, sort of your thesis and then a couple of experiences that you are going to include in the article-that's great. If you're going to do a round-up you're going to say what the round-up is about, why it's important and couple of places you are going to mention the round up, then the fact that you have visited there, ok? then the last part is the "I'm so great" paragraph which is why you are the one that should be writing this article for this magazine.

When we are writing the lead, this is something that I think a lot of people spend way too much, and I mean I know a lot of people spend way too much time on this. Because they think that they need to be artistic. But the thing is that when you pitch magazine first rather than an idea first, you're lead can actually write itself from the previous copy in the magazine. So, if you are pitching a specific section of a specific magazine or even a feature, you can just look at the past editions of that same section you're pitching and how the leads were formatted. Then you know what to write! So, if this magazine favors leads, this lead is the first paragraph or couple paragraphs or sentence depending on the length of the article. If this magazine favors leads for their features lets start in medias res, which means in the middle of a scene. That means that you're going to powerful scene from your travel experience and start your pitch with a lead that is in medias res. If this magazine favors leads for its, like one thousand word profiled apartments, then start with a startling fact about the person or business being profiled and that is how you will start your pitch. So, when you're pitching idea first and not only is it easier to get ideas but it is also much easier to write your leads, ok?

Now, the middle paragraph like I said should not be everything but the kitchen sink. It should be only the super gist that the editor needs to know in order to assign you the article. But this is also a prime opportunity for us to show the editor that we understand the magazine. So, what this means is if you're pitching something that has a very specific format, it's not up in the database but i'm probably going to pull it up and show you a little bit later. I have one of our new writers is working on a new entry for En Route, which is Canada's magazine. Which I am super excited to share with you. They have a section called 'High and Low' in the beginning of their magazine and this takes one destination and looks at how you can do it on a splurge budget or bottom base budget. That is a very specific rubric and they have different activities that they include; they include a hotel. they include dining, they include activities. In the middle of your pitch, if you were to be pitching that, you would say "And I will include..." and then you will list the things that you know that they include every single time. Because that not only shows that you know what you're going to write if you get the assignment but also that you have done homework about how the magazine formats a section.



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Now the last part of the pitch is the about you, that “i’m so great” paragraph. This is the kind that, again, people can spend a lot of time dwelling on what is or actually isn’t important. The thing is that this is another thing that the magazine can tell you how to do it. Not every magazine can get away with this all of the time but a lot of magazines have, in the front; in the mast head a section where they feature a couple of the contributors and they have little bios about them. So, look at what the magazine has highlighted in the bios of the contributors that they featured. Those are the kind of biographical details that the magazine deems important. The editors like to know about people. So that tells you the kind of things you should include in your bio to show the editor that you’re the right person to write for their magazine.

Alright, the last thing that makes a great pitch; even though it’s kind of the first thing, in terms of the editors interaction with your pitch is a great headline. And the great headline should go in the subject line of your email. Again, one of the best ways to make a headline a headline that’s going to make the editor not only open your email, but think that you get their magazine is to write a headline like the magazine has as its headlines. So, you check out for the section that you’re writing. You know, perhaps it’s Delta has a section called “One City 5 Ways,” so perhaps you say “PITCH: One City Five Ways Soul.” That would be the eventual headline of your article, but you know that one is pretty simple because it’s just the name of a section. But there might be ones where, you know, some magazines like to have plays on words; so you make sure that the subject line of your email is a play on words. These are all things that you figure out if you start your pitch with the magazine.

Alright so we are going to dive into the database in a second. Please, please, please, chime in on the questions if you don’t see the database in my next window pop-up, when I swap over. Before we do that I just want to say we are going to look at three different ways to pitch idea first. I want to emphasize that you can use these techniques whether you, and I didn’t put on here ‘after a trip’, but you can use these techniques in advance of your trips to get assignments, which is really what they are great about. You can use it whether you already have an itinerary or whether you, like I already do this because I am partially nomadic and a lot of other nomads can do this as well. You know you’re thinking about going somewhere for a month and you’re sort of the in ‘information gathering’ phase. About what there is to do even in that section. You can use that sort of pitching to figure out ‘do I want to go to this part of the country? Well let me see what’s there and let me see if I can get an assignment. And if I get an assignment then I will go there.” You can also use it if you’re going to be on a press trip and you already have an itinerary. I just applied for one of the press trips for one of the upcoming TBEX conferences and they have this Darude, which is a type of- it’s a subset of a cuisine in Israel that I have had before in a restaurant here in New York. But I haven’t had it in Israel and they have a special cooking and foraging experience. Knowing that that is on the itinerary of this trip, I could pitch editors around that or pitch around another tour I know I am going to be taking or something like that.



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The three ways that we are going to look at how to use this sort of reverse magazine-then-idea rather than idea-then-magazine technique is something that I like to call “The airport approach” and then we are going to look at “The I want to pitch you” method; so this is where we are going to look at the magazines that you guys have said that you want to pitch. And then “loaded gun prep technique.”

The airport approach is the following: often people are going to a destination or have gone to a destination and they say they don’t know what magazines will take that and you know maybe they are thinking about hyper-regional magazines. Like, there are press trips for The New York Times travel show coming up and they’re all very regional destinations in sort of central and upstate New York. Even my first thought when I was writing in to the PR folks about where I was going to place the stories, I was thinking ‘Well New York Magazine, Hudson Valley Magazine?’ I was immediately thinking about the regional magazines. But what we often forget is that even the very sort of out-of-the-way seeming places have these tiny, tiny airports that are often served by major airlines. We can go on the websites of the airlines and figure out which airlines fly to this tiny, tiny destination that we want to feature. We can then go pitch the airline magazines of that airline. Because, what happens with editors who have this mandate like airlines only cover a certain subset of destinations in the world. You also have that regional editors like the editor of 5280 which is Denver’s magazine; they do a lot of travel coverage. They have written about a lot of places to death! United has written about New York for every single issue for like seven years or something like this! They would be so excited to have some thing that fits in their mandate of the places that they are able to cover because the airline flies there or fits into the geographical area in which 5280 The Denver magazine is distributed to. But it is new, because they are not leaving their desks that often, especially if its an international magazine. They aren’t regularly flying every single airport served by their magazine. So by giving them these very out of the way things you’re actually doing them a favor.

Now “The I Want to Pitch You Method”: The thing about this is we often say (I think I am even guilty of this when I first started...I was definitely guilty of this when I first started) and I see this is a lot of your pitches. That you say ‘I want to pitch such-and-such magazine’ and then you just take an idea out of your idea file and give it to them without matching to a section. This is not the best way to break into your dream publications, the best way to break into your dream publications is to say ‘ok, my dream publication that I’m dying to write for has this very specific section and I’m just going to pitch that section to death until the editor knows who I am and either gives me an assignment for this section or gives another assignment.’ Literally that is the best way I have ever seen to break into magazines that you’re just dying to get into, is to just keep pitching highly focused ideas to get the editors attention and eventually they will say yes to one of them. Or they will get back to you and explain why they are saying no and then that will help you get a yes in the end.



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Now, the other one that I personally love, I call “The Loaded Gun Prep Technique”: we talked about this about the live Pitchapalooza. I see that we’ve got some people on here that are going to be in the January correspondence course Pitchapalooza as well. So, what the loaded gun means is that you sort of carry around, in your pocket on your phone or in your head, a list of certain magazine sections that are very specific. So, I talked about in the live post and the newsletter for this webinar about how I pitched this tea magazine which has a very specific section where they profile four or five tea stores or places where you can have High Tea in a given city or area.

You know once I got that first article I sort of carried this around and when I got to a city where I noticed they had a certain concentration of tea places. I would say ‘ok there’s three are there five? Because, maybe I can put this together and pitch this to the editor.’ So with the loaded gun technique is, it means that you sort of collect a couple very specific sections and you have them with you when you travel. So this doesn’t necessarily mean that you’re doing it in advance but it can also help when you are making your own itinerary for a trip and you are looking around at what you might want to do. If you have in your head five, ten, fifteen, twenty sections of magazines that are very specific knowing that if you find something that fits them that you can pitch to this magazine and that can also help your trip planning a lot. I know several of you, I am trying to see who is on the call today, well not all of you but a decent portion of you have your own blogs. So you’re probably accustomed for looking for things that fit into certain sections on your blog when you are planning trips. This would, for people like that, be a very easy thing to start working into your travel planning.

Alright guys, we are going to try and switch screens here, so bear with me. In the meantime, while I am doing that it says that we should include the nut graph in the pitch. So, for those of you who didn’t know this is a question about the structure of the pitch and we do have a while other webinar just about how to write the perfect pitch. What the nut graph is- its essentially like the distilled version of the who-what-where-when-why. Its the called the nut because its kind of the kernel of your story. The nut graph is, the way that I’ve described it, its that middle paragraph. So we do need what is essentially the nut graph in travel articles its a little different. You don’t typically do it so quite as who-what-where-when-why oriented, but like I said you do need to say what you are going to do if its a round-up you need to mention one or two places.

Now you should now all be seeing the database. Before I go in to talking of the three styles that we were talking about before. I am just going to do a quick tour of the database, because I know some of you have asked for this and several of the folks do have database access and would probably love to see more tips about how to use it. There’s a couple of things we are going to implement before we jump for the new pricing in January second that aren’t quite in here yet. But I will just tell you about them now. There are a couple of different ways you can



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search for articles in the database. So when you first log in this is the screen that you see. We have got two sort of suggested things here. You can search magazines by topic here like I was saying everybody loves airline magazines. You can just click here and then you're going to see an opportunity to scroll down and see all of the different airline magazines. Because, I am logged in as my admin access you're probably going to see a little bit more than you usually would see just on your own.

The other thing you can do is you can search magazines by geographic area. This isn't necessarily where the magazine is based, this is the kind of things that are covered in the magazine. You might find a magazine that's international because it's Be Inspired which is the Brussel's airway magazine but they do a lot of European coverage, so we will file that under Europe. If you scroll down you will see all the entries starting with the most recent entries and then if you get all the way to the bottom of the page you will see some more options. You can put a specific word in, you could type "profile" and then see all of the magazines that have types of profiles and that's the kind of thing you would do if you were pitching an idea first, right? But that's not what we are doing today, but this is something that you can do, you can type profile, you can type drinks, and the other thing is that if you are trying to search for things like profile and drinks that are more general categories you can also click on the tags.

Like, here is a photography magazine we've tagged it as it takes photo essays. If you are looking for something topical, here's something, a magazine that has a section on deer. So we've marked deer. Then the other thing is: every different category that we use is also accessible here on the bottom as we've got sort of a short version over here on the side. What we're going to add soon is that every article will go into one so we can start looking. I am going to look at Delta Sky and so every article in the magazine break down talks about the different types of magazines that are available for pitches. Something that I am going to be adding that will be online next week is that all of the different types of articles, and for those of you that were with us last week remember I talked about is the food profiles and business profiles and features and shorts and news briefs and different things like that, those are soon going to be tags. So you can search specifically by "Ok, I have a news brief to pitch and let me see who all is looking for new briefs." So when you do click into a magazine this is what you see, you're going to land on the description tab.

For every magazine to start we include the really sort of overview information. Which can help you weed something out immediately. For instance, if this magazine was only yearly but if you have a sort of timely pitch, you don't want to pitch them because it's not going to make sense. But since this one is monthly that means they need a lot of content and that's great for us. We also have a little bit here about the editorial positioning and this is always great to look at. Because I know sometimes people get really attached with a certain idea and they



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want to pitch it to a magazine that they have just have been dying to pitch. But its a very, very, adventurous independent traveler sort of concept for a magazine that's really more about group tours orientated travel experiences. It's always good to check this to see and we use the magazines own words here because of this to see what the magazine thinks is their brand.

Because if you pitch something that's not in that, its going to be hard for the editor to say yes to you. Then if its possible to read magazine issues, the full issue online, lets see here. This is one that because its an airline magazine you can find the full issues online, for a lot the consumer magazines like Backpack or a Travel Leisure this is much harder. So we will say that if there is a place where you can see partial issues online and then where you can get full issues online paid. So we always have something here, unless there is a very rare couple number of Indie magazines that there's just absolutely no way to get them online, what so ever, because that is their business model.

The other thing that is really important to check when you pitch is to make sure that you're not off base of these demographics. So, Delta they say that their audience is made up of affluent vacationers and business professionals who are socially active, quality conscious, and ambitious. I have a lot of friends that are like Delta fanatics and I have to say that is really pretty true and they are not the same who fly on American and they are not the same people who fly on United. So, this split between male and female is pretty even but you will see with some of the other magazines that its really not and that can also be really great to know. Not that you're going to go and pitch a girlfriend get away to Garden and Gun, but you might have something that being whether its shopping oriented or maybe it's just a cooking experience or something that might be a little less attractive to a magazine editor whose readers are primarily male. This is good just to check and also likewise with the median age and income because you might be pitching something that's too expensive for the average readers of that publication. I'm going to skip the how to pitch for one second because we are going to come back there.

The contact information here we have the email format for every magazine, I think there's a very tiny number where we don't have an email formats for that we are working on. We then have the editors, but we don't list every single editor, we only list the editors that would actually be useful to pitch an article to.

Alright, now the sort of 'meat and potatoes' of the database is this how to pitch section and we include two things here. We include the editorial structure which really kind of tells you the order so that you know that everything in the front of a book is going to be shorter. From the beginning its shortest to longest, right? So I think "one city five ways" is actually several



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pages and the “wheels up” these are very, very short just a couple hundred words. So, its important to know this order because they always sort of rise in word length over time.

Then we have in the “What to pitch section”, we say approximately how many contributors there are per issue. This is really important for you to know because you need to know how much competition you have in a certain way. Because, you know, I think we all struggle with how much time is spent on our pitches and I am the hugest, hugest aficionado on not spending so much time on your pitches. But, if you’re trying to pitch a magazine that, Delta unfortunately has a lot of contributors, but what if you’re trying to pitch something that only has sections open to freelancers and it’s a huge newsstand magazine.

You’re going to have to put together a very, very, polished, perfect pitch for that magazine as opposed to some thing that is also newsstand magazine but regional and has twenty freelance contributors per issues, right? Because those editors are more desperate for ideas than the ones I mentioned formerly. In the ‘What to pitch section” we break down which sections are available to freelance writers and then which sections are not available to freelance writers. So these ones are written by members of staff, so its not so much applicable to you guys but we have some PR people who use the database and in here we say who the regular contributors for each section that is written by staff are. In case there is a regular contributor who the PR people know how to pitch them, so thats why thats in there guys.

Then we go in to a very, very, specific coverage of how to pitch each section. This is what we are going to focus on for the rest of the call, is looking for magazines that we are going to talk about through this class. So, I talked earlier about One City Five Ways, it showcases one city from the stand point of a sports fan, an adventurer, a foodie, a historian and picks different places to stay, places to eat and activities for morning, afternoon and the evening. So it’s got a lot of stuff. But then if you look it’s very brief so you’re going to have to be very, very, focused in this article. So what this also means is that the word count of the article is informing your pitch so if we send a 700 word pitch for this 700 word article the editor is not going to be very happy. Because they are going to think that you don’t know how to write concisely which is what this jammed packed article absolutely needs. So having the word length spelt out is also a really good metric for yourself to go back and double check that you’re pitch is not out of whack with the type of writing that is necessary for the article at hand. Alright, so I’m going actually just flip the order a little bit and I am going to go first with the magazines that you guys have asked about and then we’re going to go do the airline approach.

While I am going through the magazines that you guys have asked about or has any other magazines that we want to look at let me know. In order to help with the airline approach, now that I have explained it, if you guys have some places that you’ve been that you’re like



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“hmm what can I pitch? what magazines can I pitch for this very, very, random place” please drop those over in questions while I am going through the magazines, I’ve got some ideas for that. Otherwise I will just use some of my own off the top of my head, but I would love to have some from your guys that we can look at and start to workshop.

I am going to go through the top of the list. Ok, so the first ones, somebody asked for Travel and Leisure, which I know that we just added recently. I’m going to just go through and open these all and cue them all up. We’ve got Travel + Leisure, we’ve got somebody who asked for Departures. Now, Tamera there are actually two different Departures magazines. Are you talking about the American Express one, do you know which one? Do you know that there is two? Let me know in the chat box.

Somebody also asked for International Living, which I know that we have. I hurt my finger so pardon my slow typing you guys. We’ve got the Edible Franchise. Jerry, is there a particular Edible that you’re interested in? So let me know if that would help, otherwise I will just pull up a couple random ones. Sunset, I also know that we have. Are there any more? Kathy, I am pretty sure that we have Yankee. Yeah we’ve talked about that. I will look into this UAE airport. If anybody else has any airports, please chime those in on the side.

I’ve got Sunset, I am going to look for an Edible- Jerry let me know if there is a specific Edible and then Yankee we are going to pull and then we will start doing this.

I think that is a good number for this. So, when you’re pitching magazines, magazines first and then ideas. Like I said, you can either start with a specific magazine that you absolutely want to get into. Or you can either pick the database or you can go to the bookstore and just sort of peruse around through a big pile of magazines and assemble for yourself a loaded gun. So we are going to use the magazines that we’ve got here to do a little bit of both of those approaches and then we are going to circle back to the airport approach. If you’ve got one more magazine and then I am going to stop pulling up magazines. None in particular, Jerry says. Let me just see if we have the Departures and then we will get going. The thing is that you’ll notice that as we go through them there’s, like I said, a large variety of numbers of words of contributors, ok? So, there’s somethings that, looks like its not in here I’ll add it to the list though, because Departures is something that a lot of people are asking questions about and because it only goes to people who have a high level American Express credit card, it’s hard to get so I will work on getting one of those.

You’ll notice that as we go through these that there’s a large difference in the numbers of contributors per magazine and that should definitely inform the quality of your pitch. But also it might inform the quantity of your pitches. So, unless you’re absolutely dying to break



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into magazines if you see that they don't really have that many contributors, it might not be worth your time. Because, what I really try to always counsel people to do, and this is a big occurring theme in the Six Figure Travel Writing Road Map, is only go after editors; whether that's editors content management, editors at a travel company that you're doing some blog posts for or editors of a travel magazine. To only go after editors that you're going to do a lot of work with.

This is one of the reasons that I highlighted Jordan Heller earlier. Because, like I said he's not only the editor of United's Hemisphere's Magazine. He's also the editor of United's Rhapsody Magazine and the new Amtrak magazine and I think also a couple of other little magazines. He might be editor of Brussels Airways as well. With custom magazines and you also see this a lot of times with trade magazines. Editors typically have several magazines that they are working on, so if you pitch to one magazine you can often end up getting assignments in many other magazines without having to rebuild relationships. So that's one way of going about maximizing the amount future work you can get from your pitching relationship building. But the other way is just to avoid spending a disproportionate amount of your time pitching magazines that don't really use a lot of contributors. Ok? alright. So lets sink into Travel and Leisure.

Say we want to want to break into Travel and Leisure, which of course we all do, and I know sort of through some little sources. Although this editor isn't there anymore, but Amy Farley who used to be at Travel and Leisure and I think now that now is on a business break or something. Was always saying how she is kind of desperate for stuff for her front of book; and the thing is that a lot of times, to seasoned freelance writers don't like to write the front of book articles because you actually end up doing the same amount of work both in terms of research and writing and self editing and also doing edits with the editors for a small piece as you do for a large piece. To long standing freelance writers they are like "well, I would just rather get the assignment for the large piece." But if you are new to a magazine, what that means, is that there is a lot of opportunities up front and this is one of the reasons that when I am editing the database entries with our writers I really push them to break down all of the different things that you can pitch to the different front of book sections. So what we noticed when we were doing Travel and Leisure is that they have this section Here and Now, which as she says there are about seven five to six hundred word pieces and about three or four of these are written by contributors. These are really like little snippets of different thing and they are kind of all over the place which makes it little hard to pitch but also makes it kind of good in a way because you just kind of never know what they might take. So, they're really focused on what's new and whats trending, right? For instance, Hawaii hits the main land. Who has not heard about the Poke Craze, right? I cant tell you every time I turn the corner in New York City there is a new Poke stop, right? So they recently had an article about Hawaii Hits the Mainland about Hawaiian chefs who have moved to the mainland to bring native food, not just the Poke but also things like Spam wasabi and things like that. If you are trying



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to break into Travel and Leisure this Here and Now section can be a great place for you to fit this sort of little thing that you randomly see on the road or just catch wind of, in fact I completely forgot to email myself this last night. But I walked by a place here in New York that is a opportunity to essentially 3-D print yourself. So, they have little, I don't even know, like mini statues of peoples families. This is clearly for the rich, upper east side, gossip girl set. But you can give them a photo, like a family photo or a painting if you're that kind of person and they will 3-D print it for you and so that for a super, super luxury magazine could be a great front of book thing about the perfect souvenir to get while you are in New York City, right?

Sometimes when you're just walking around and you see something that just seems so new or like you've finally seen enough of them that you're sure its a trend, that can be a great thing to pitch to this front of book section for a magazine like Travel and Leisure. Now otherwise in Travel and Leisure we've got Beyond, this is a compilation of stories surrounding a personal experience by the author in a specific destination. I really this example that she used here in "At Home on Hivar" and I am probably butchering that, because I don't know Croatian. But it's about the authors perspective on Hivar changed from when he visited as a college student and how it changed and didn't when he returned years later. These come in two formats: they come 500 words or 1500 words and Travel and Leisure pays as we see down here \$2 a word. So, you know, 500 words is pretty great and essays can be hard to place so if you are looking to break in to Travel and Leisure and you have something like this.

You sort of just echo experiences like you were there when you were younger and now you're back or very, very, well followed for this sort of thing; editors really love them. I don't know how many people could really say you were there as a college student, I think in Croatia that would work or in Florence, Italy where I used to go to school maybe not so much. Maybe if your parents were in the foreign service or you had a relative that lived on a Caboots in Israel or something like that. Thats probably a great type of thing that you could stick in here. If we were looking for instance, at this magazine and saying 'ok, how can we pitch it?' We've got these front of book things. We've this Beyond essay, this features since we are talking about Travel and Leisure I am just going to say don't expect to pitch a feature right out the bat and get in with them. All of the big magazines we are about to look at, its probably not the best strategy you want to start somewhere else.

We will look at some magazines that you can pitch features to though. We've got Here and Now and Beyond and then there's this Upgrade section and Worth Flying For, which are quite short but they're also very easy to fit different thing in. Upgrade we talked about in the call last week and this is about tips and strategies for traveling or how to travel and they have to be quite general because Travel and Leisure is an international magazine with quite a



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broad focus. That the kind of thing that if you're on an airplane and you over hear a couple conversations but the same thing. Maybe its trend of how parents are now actually taking red eye flights because the newborns sleep on red eye flights because the places are quieter or something like that. Then you could say how the new planes are helping your kids sleep at night or something like that.

Worth Flying For is a 200-word, second-person article about must try. This is the kind of thing you can apply in a a lot of different places where you are traveling to. So lets say we are going to TBEX in Israel and we want to pitch Travel and Leisure. What can we do here? Alright, so if you are trying pitch in advance of your trip you can look at Beyond. Do you have a personal connection to the destination? Maybe if you do, maybe if you went on one of the programs to Israel when you were young and now you are going back as a travel writer with a full different view of the destination and also in a very different time for Israel. Especially with the recent events going on right now that could be a great story, especially because of the time peg of what's going right now with the U.N.

We can also look at Worth Flying For, we can do a little research in advance about what is the best place in Jerusalem to have humus, right? You can talk about shakshuka, its a very popular Israeli dish. Its a tomato, egg, sort of wood fired grilled dish and why its worth flying for.

Or for Here and Now we can look at what is the 3-D printed souvenir of Jerusalem? Or of Twelve or Hisa? This year is major anniversary year or Israel. So perhaps you could find out what are the festivals they are doing around that or some other events that they are doing that would fit in the Here and Now section. But keep in mind that anytime you are pitching something that's super timely like a big anniversary, you have to be well ahead of the curve. So since we are in December right now, pick something that's sort of more generally about Israel's big anniversary next year when independence is probably a little late. But if you could find, a friend of mine used to be in the Army, she was a tour guide and the place she guided her tours was essentially like the seat of the big independence movement and it was they relocated a lot of settlers and it became a big caboots scenes and so and so forth. That kind of thing you could kind of highlight that historic place. One specific place and the events that they are doing still gets something in for the 2017 anniversary if you're pitching right now. Alright so that's Travel and Leisure.

Let's pop over to International Living. Say you want to get published in International Living. Now, this is a magazine that uses quite a few contributors every month. If I'm not mistaken, 20 contributors every issues. Doesn't surprise me. I've written for them and I have a lot friends who have written for them. So, they have a lot of very specific types of articles that they look for. So they've got this International Dates which is around an event that takes



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place during that month. So, this is the kind of thing where I was talking about where if you were going to TBEX in Israel then you can look at some of the anniversaries coming up and you can pitch something for that. That would be perfect! Also, I've mentioned on some other calls how I went to this, I don't even know the right word to describe it, but this religious festival in Japan that happens every 7 years. Where they ride a tree down a very, very steep hill and you know, I could hold on to that and in seven years from now and on the right month I could pitch that to the International Dates section in International Living. But this The Savvy Travelers Corner is a 300-500 word article on the inside scoop of what to do at a particular location. This is the kind of thing that is perfect for the loaded gun approach, right? So you could now, the International Living, is always looking for the inside scoop of full days worth of activities. So what that means is that you could be doing your freelance assignment in a cafe in London and ask the barista or over hear some people and ask them some questions about what are the best things to do in Central London and jot those down. Go around and get some prices on different tours and take some different pictures of different destinations and there is about 30 minutes of walking around and back ground listening while working on your work- you've got a Savvy Traveler's Corner.

Offshore & Finance these might be appropriate for some of you guys but these are much more oriented towards people who are investing overseas and things like that. So we will skip over that one.

Lifestyle is a great one to look out for. Lifestyles is a 1,000 word section about an individual or couple that is living their retirement lifestyle abroad. This is a great type of loaded gun section. If you just know that there is a magazine that takes this and I've seen a couple other different ones like just around while working on in the database lately. Then when you're sitting around like I said, in a cafe doing your freelance writing work or in the hotel lobby, this is why you should totally write outside if your hotel room while you are traveling because you get great ideas. I love to write in the hotel lobby in the evening. If you're sitting in the hotel lobby and you hear this couple talking to their friends who are staying at the hotel but they are there to visit this couple that's been living in this destination for a long time because they retired there when they were 45 and the husband got out of the military service. That's when you could just say "hey, excuse me, it sounds like you've got a really good story. Do you mind if I interview you for this magazine article?" Get their contact information, pitch the editor. say you've already gotten the go-ahead to interview the person and there you go you've got an article. So, like I said this is a really really great loaded gun sort of section here.

Real Estate, oh my God, real estate is another really good kind of loaded gun topic area within travel, that I wished more people would take advantage of. I think its now called the International New York Times, has a really great real estate section and can be a really good



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way to get a New York Times clip. They are always looking for sort of iconic but not necessarily celebrity owned type thing. But, like a castle in Tuscany or a big old farm house in Provence or something like these really, really beautiful houses that are on sale. So, I'm traveling around I am always looking in the windows of the real estate offices everywhere and see if there's some crazy interesting thing up there. That maybe I can reach out to the person and do an article on that. So here you can see that International Living has one and this is more narrative than what I was saying about a particular property focus. But what that means that if you just so happen to be, like I said, walking around and looking in the shop windows and notice that the prices somewhere are super out of whack. I was in Monticello which is a really super adorable hill town in Italy that's very, very well known for its wine. The views are beautiful, the place is awash with tourist and we looked at the property prices and they were so low we couldn't believe it. So, that might be the secret way to get a hill town apartment in Tuscany, there ya go! There's a story for the Real Estate section of the International Living. So, here's one real estate section but there's several other ones that are really great loaded gun article types to hold on to.

Solutions: this is similar to what we were just talking about in Travel and Leisure. But this one is more around the issues that International Living covers which is retiring abroad or generally moving abroad. So this one this one is facing retirees abroad. This would, again, be that type of thing that in the cafe or the bar or the hotel lobby and you hear people be like "oh my God, like have you done your Visa run yet this month?" or something like that. Then you know its a great concept for this solutions here. We are getting a little close to the end of our time so I'm not going to go through all of it but I'm just going to sort of slowly go through here.

Again, they have another one on investments and profits. They have collectables and this is another great one I wanted to high-light. It's on antiques and collectables from a specific region. Like I noticed that when you are in Japan, you can get an Obi which is the very fanciful tie that the Japanese women put on their Kimonos and its actually really, really long. You can get used Obi's quite inexpensively as a tourist because Japanese would never buy one. That's a really great collectable item that you can get. That's the kind of thing that you might just want to walk around and see a lot of these things and go 'huh! I didn't know you could get that thing here' and then you know that's the kind of thing you could pitch to this section.

Alright, so we are going to pop on over to Sunset. So, Sunset, for those of you who aren't familiar is a magazine that focuses on the American West and they actually have several different issues depending on the specific geographical area. So, one of the things that that means is that a couple of their front of book sections, particularly the "A Perfect Day in..." they do a different one each issue for their five sections. So the editors actually need 5



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different “A Perfect Days in..” every month. So that’s another really good one to keep in mind. Because, what that means is that no matter what you are in the West you might actually be able to pitch them multiple things for this section every month. So if you live out there or travel out there often, especially if you are based there and do a lot of little random day trips this is a really great loaded gun section to keep in mind. But, if you look you will see that’s its a very, very short, right? It’s 400 words. And, so like what I said, we want to make sure that the length of this section dictates our pitch. We don’t want our pitch to be longer than the length of the section.

Where as Wanderlust is much longer, it’s 2,500 first person. So, this is the kind of thing where if you are in the Western states you just had a really crazy experience that might make a good Wanderlust article.

They’ve also got another great Food and Drink one here. Food and Drink things are some of the best loaded gun articles. I have seen a lot of people asking me lately about drink like cocktail or specific craft distillery oriented things and they are several different, we featured them in our last call, but there are several different magazines like Rogue Report another high end travel magazines like that. That have specific sections about that. So you know, I was just looking up restaurants in the Hudson Valley where our writing retreat center and I was on Hudson valley magazine’s “Best of..” there were a lot of these regional magazines, too. And they have the best Bourbon and I had no idea that the Hudson Valley was even known for Bourbon enough to have the best Bourbon. So, now that’s something I knew to look into where I can place that. That means that if I had a good loaded gun of drinks articles I would know right away “oh. ok! Well this is where they feature, you know, the best craft distilleries in this certain area.” Or this is where they feature a drink you wouldn’t expect to be distilled in this certain area.

Alright, so another thing is that I know that Sunset does work with new writers for their feature articles but the thing to keep in mind is that whenever you have a magazine that is a bit lifestyle and some of the airline magazines are more like lifestyle and some are more travel oriented. Sunset is one of these lifestyle travel hybrid magazines. You’ll see we’ve got some other ones like that in the database. There’s Savannah Garden and Gun. In New York we have New York Magazine and few other ones like that and Hudson Valley that I was talking about is another good example. Minnesota Monthly, 528, ones like that are also great examples. Anytime you’ve got something like that sometimes the features there need to be something that you found on your travels but you expand in a way that’s not quite travel orientated.

Sunset has a lot of food coverage. They also have some garden coverage. So for Sunset something that could be a great feature is not just a tour of a particularly fascinating historic



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garden but you know of a historic garden that is attached to a historic home and you've interviewed the people who lived there in the past and now its gone to a non-profit and the people who caretake it you've all sort of talked about the evolution of the garden in a more narrative sense from being a family property to a place of learning. And its got both the travel service and that narrative and profile elements in there. So like I said, as you will see their features have won quite the gimmick.

Let's pop over to Edible magazine that Jerry asked for. But, I couldn't find the one that you asked about. Because we don't have a copy of it. But I am just going to show the Manhattan one for now. So, the Edible franchise if you guys aren't familiar, I think there are like 87 of them now. There's quite a few and they are really, really good loaded gun articles. Like I was talking about how food and drink are really great things to keep in your back pocket. I really like the Edible magazines for that. In fact, I try and pick them up everywhere I go because of this. Because, there's ones with really specific sub sections. I think in New York City those ones are from Brooklyn, Queens and Manhattan and then there's one for the Hudson Valley and then there's one for Central New York, there's one for Long Island and there might even be a separate one for the Hampton's. That's all within a two hour driving range. I've seen the same thing in a lot of other states as well. So, they're great opportunities to build ongoing relationships and they don't tend to be, even though they are a franchise, they don't tend to be so related that one editor will edit multiple ones. But sometimes that's the case and you can also use that as an in with another publication. So, in the Edible Manhattan that I've go here you'll that a lot of things that they will use freelancers for are shorter and one of the things that I've noticed in a lot of the different Edible publications is this notable edibles and that's featuring a distinguished company. One of the great sort of loaded gun pocket articles that you can do for Edibles is to just keep your eye out while you are out on the road for a new company or a very interesting type of company or storied companies that have a very close tie to local food. Whether that's reviving a trend, for instance like there's a BBQ food truck company in Kansas City that was actually the first food tour company to do BBQ tours in Kansas City even though they were quite late to the food tour market. Or you know, there's a distillery in Minnesota that tried to get everything within 100 kilometers. but they make Gin which uses tropical, botanicals. And so they've done some really interesting out of the box things using citrus shoots or like the very first green leaves of the cypress tree to create that citrus flavor. Very random. So whenever you hear about an interesting food thing that might be a good fit for this section in the Notables. So this is a really great to add to your loaded guns.

I am going to pop over to Yankee quickly for Kathy. Alright, so for Yankee this, if you're not familiar it, is an independent magazine but its a newsstand magazine. It's quite well known, its been around for decades. It covers the North Eastern part of the US. So they use quite a few contributors and they use several contributors for the front of book. This is a lot of different sections that are great rubrics and so there they have one that's only in New England



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which is a regular column by somebody and the best 5 and local treasure. These are very specific rubrics.

The best 5 is a round up of 5 of the best things to do in New England around a certain theme. So, you know, pumpkin festivals, farm ends. These are the types of things that you might travel and see one thing and I have talked a lot about how editors love baskets of kittens. Which is an assembly of, you know, of three to five different things that are all pretty great on their own. But when you put them together and you add another geographic distribution on top of that, its a no brainer for editors. So this Best 5 are a really great back pocket thing. If you go somewhere that has Pear picking instead of apple picking and you're like "huh, I wonder if anybody else has it" and you have a couple more that might be a really good best 5.

For travel, so you will see that their travel section is entirely around the first person feature. So this great to know, because, often I think people travel in a specific geographic area and they're like "oh what can I do with this?" and we're going to look at the airport technique in a second. This is a great thing to keep in mind.

I know that Yankee magazine is a very North East so if I have to go to a family reunion or my husband has a conference and I'm up there or something like that and I find an experience that can be a great feature article. That's a good for Yankee Magazine.

We're going to skip over, for a second, and do airports and if anybody else has an airport let me know. Because, I think the one that Joe gave me might be a little hard. But I am going to look it up. So interestingly, I think that the small airports tend to be a little easier to find the airline. A lot of times a larger airport have a lot of different information going on and they just don't sort of distinctly link to all of the airlines that fly there. There's a small airport by me. Stewarts Airport that family just flew into for Thanksgiving and I was shocked that they were able to get a flight from Charlotte directly in there and the area is well, Charlotte is an airline hub. So I guess I shouldn't be too surprised. You can go check out Qatar Airways magazine which should be available like the other inflights are online and then look through its specific sections. This is Stewart Airport that I was talking about. Stewart Airport is served by Delta connection and so what that means is Stewart can do Delta or American or Jet Blue all of which have great airline magazines. So that if you were to go back to the Delta magazine that I had before knowing now that you can fly the Delta direct flights to Stewart we can take One City Five Ways. So this seems like it only takes really big cities but what can we do in here that has a smaller city? Lets say I was writing something up in the Catskills where the house was. So its out of the city so that cuts out trending. Lets see what else can we do? We can do 5 Minutes With? not so much. Maybe break away? This is the final subsection written by a contributor. 500 words to getting out of the city and in to nature.



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Perfect, right? So, since we know that they are already looking for things that are outside of the city and we know that they also fly into Stewart which is the airport up in the Hudson Valley. We can talk about Sailing on the Hudson, we can talk about there's a bridge, there's a state park around a bridge that allows you to walk across the Hudson.

These are the kind of things that you can worm in often in the front of book section because those are the places where editors are more likely to sort of take, not really a chance but take something that's a little more specific to pitch geographically. They know that they are safe because they are not going to alienate readers by having 4 or 5 pages about a very tiny, tiny island that is hard to get to for instance.

I'm so delighted to have had the opportunity to hang out with you guys today. Literally, it was like crummy when I started talking to you and now there's a beautiful, beautiful golden sunset. So, you've all made my day and thank you so much for coming out!