



*Dream of  
Travel Writing*

# The Secrets of Six-Figure Travel Writers

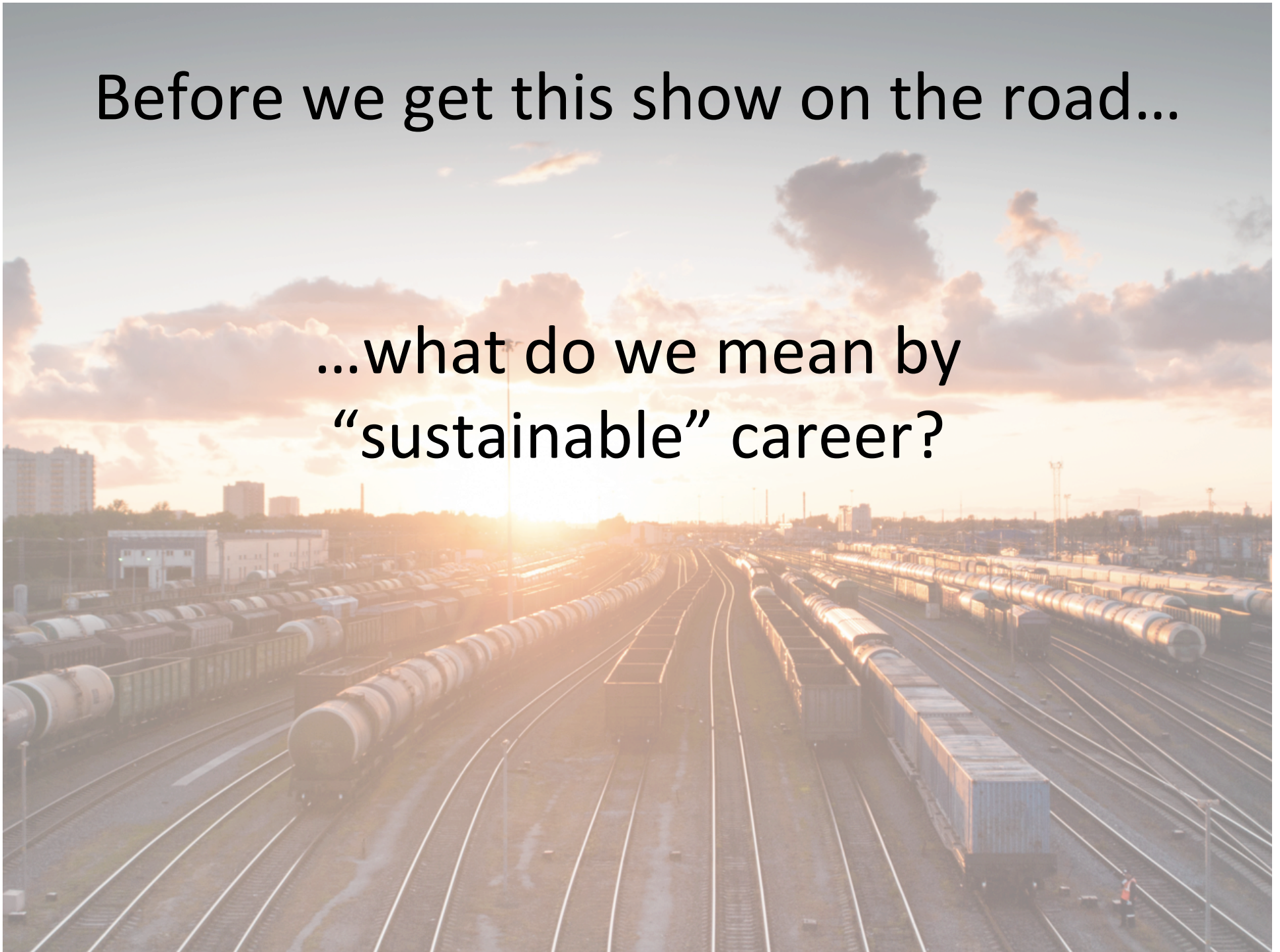
by Gabi Logan, founder of Dream of Travel Writing


# Today we're going to talk about:

1. Hard numbers on freelance writing, blogging, and travel writing
2. 5 ways that the most successful freelance travel writers got that way
3. What you can do at home right now to start to replicate their success


Before we get this show on the road...

...what do we mean by  
“sustainable” career?





# THE HARD NUMBERS



8% of all respondents are earning over six figures (even factoring in 41% who work part-time and earn \$10,000 or less)

And according to ConvertKit's recent blogger survey, **professional bloggers** report an average annual profit of **\$138,046**



# Travel Writers Who Value Freedom

## **Priorities:**

- freedom (from annoying clients, lots of check in emails, and social media updates)
- ability to do work from anywhere (preferably on own timeline)
- part-time work as much as possible

## **Profile:**

- digital nomads
- folks with their own travel blogs
- cubicle escapees who want to keep traveling but replace prior income

## **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 (conservatively)

# Travel Writers Who Value Bylines

## Priorities:

- big name publications
- bylines (a.k.a. your name on the published article)
- long-form assignments where you can flex your writing muscles

## Profile:

- career writers or journalists switching to travel with big bylines in other verticals
- book authors
- part-time writing professors or teachers

## Income Breakdown:

- Feature/article in glossy newsstand magazine (with photos typically): \$3,000 x 1 (conservative)
- 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 piece in glossy newsstand magazine: \$250 each x 4



# Travel Writers Who Value Free Trips

## **Priorities:**

- ways for free travel and paid work to go hand-in-hand
- portable income opportunities
- high-paying work that leaves time to travel

## **Profile:**

- retirees
- folks with their own travel blogs or social media profiles
- digital nomads

## **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

**WHAT SEPARATES  
THE SUCCESSFUL  
FREELANCE  
TRAVEL WRITERS  
FROM THE REST?**



# 5 Key Things:

1. Recurring gigs
2. Goal setting, metrics and analyzing marketing efforts
3. Pitching more and pitching better
4. Being fearless (at least in their actions)
5. Always learning....about business

What recurring gig can you set up?



...hotel reviewing, contributing editor,  
blogging, ghostwriting

An aerial photograph of a lush green landscape. A prominent, light-colored, winding river or path snakes through rolling hills and valleys. The terrain is covered in vibrant green grass and some darker green patches of trees. In the upper portion of the image, the river meets a body of deep blue water, possibly a bay or a large lake, with some rocky outcrops visible at the shoreline. The overall scene is bright and clear, suggesting a sunny day.

If you don't know where you're going,  
**how will you get there?**

Setting, tracking, and reassessing

The background of the slide is a dark, starry night sky with a vibrant green aurora borealis (Northern Lights) effect. The aurora consists of vertical, glowing green streaks and bands of light that vary in intensity and color, from bright lime green to deep forest green. The stars are small, white and blue pinpoints of light scattered across the dark background.

Are you pitching?

How?

How often?

To who?


And **why**?

A mountain biker wearing a green and white jersey and a helmet is riding through a dense forest of evergreen trees. The biker is positioned in the lower-left corner of the frame, leaning forward. The background is filled with the tops of many green trees, creating a textured, layered effect. The overall scene is captured from a high angle, looking down at the biker as they navigate the forest.

How are these folks so  
fearless?

Ask yourself, are you:

1. Afraid of doing it right
2. Afraid of the time
3. Afraid of rejection

A scenic landscape photograph of a mountain valley. In the foreground, a calm lake reflects the surrounding mountains and sky. The middle ground shows steep, rocky slopes covered in dense evergreen forests. In the background, a large glacier is nestled in a valley, surrounded by rugged mountain peaks under a clear blue sky with some light clouds. The overall color palette is dominated by blues, greens, and earthy tones.

Are you dedicating your  
time to learning about  
how to be better?





**WHAT CAN YOU DO  
RIGHT NOW TO  
REPLICATE THAT  
SUCCESS?**

# Go out there and:

1. Find that recurring gig
2. Set an income goal, break it down by month and by day; on the 15<sup>th</sup>, if you're not going to make it, drop what you're doing and market
3. Use the Travel Magazine Database to put together more targeted pitches
4. Send those pitches!
5. Read blogs about freelance writing businesses, not just travel

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](mailto:questions@dreamoftravelwriting.com).

