



*Dream of
Travel Writing*

What is Standing Between You and Your Travel Writing Goals?

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop table. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a laptop. The text "Today, we're going to talk about..." is overlaid in the center.

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

1. Why you got into this in the first place and how forgetting that could also be what's holding you back

2. The hard questions you need to ask yourself

3. 7 things that stand in everyone's way at one point or another





Before we get this train moving...

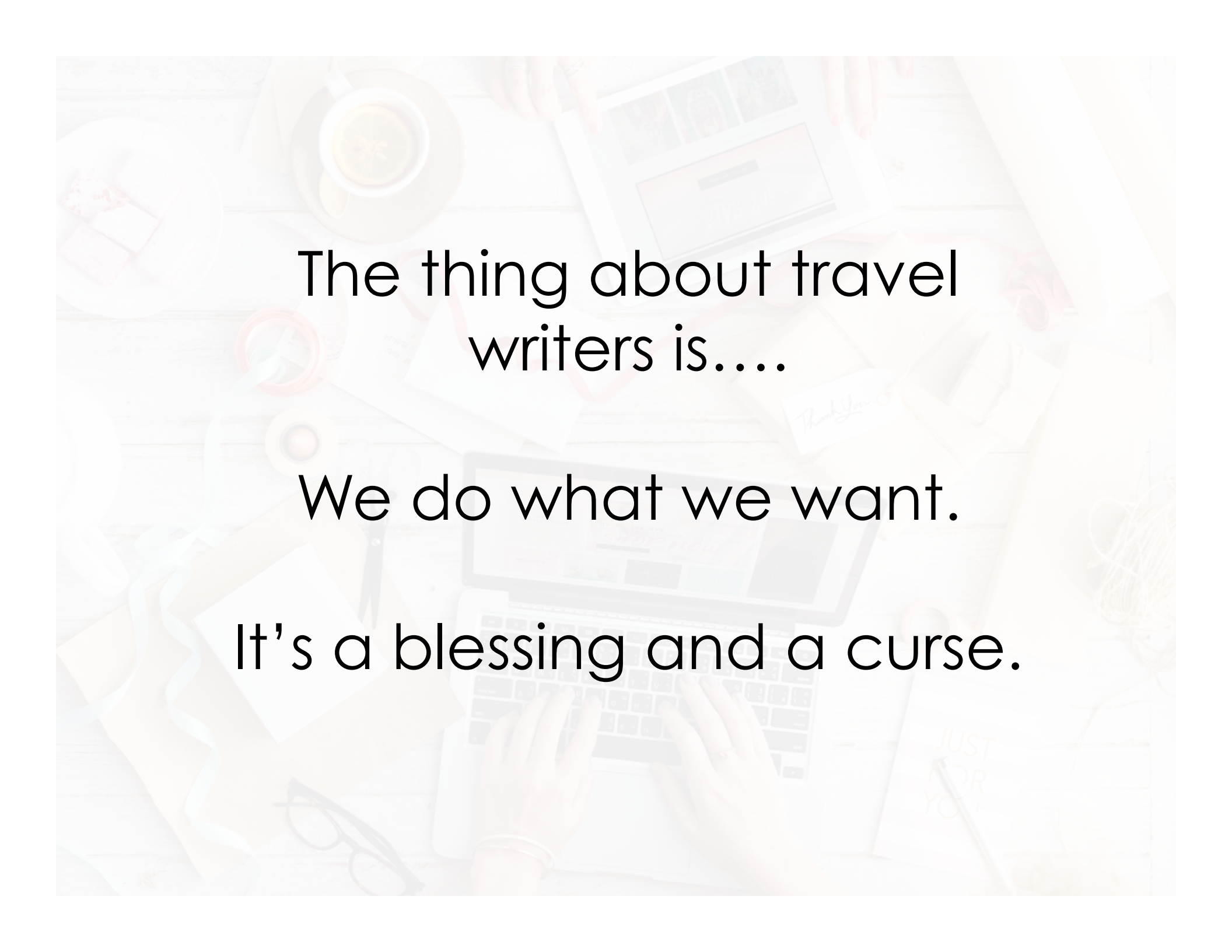
Why are you even here? What brought you to travel writing?

(Seriously! Let me know in the chat box)

Three Main Underlying Motivations

- Freedom
- Bylines
- Free Trips



A top-down view of a desk with a laptop, coffee, and various office supplies. The desk is cluttered with papers, a laptop, a coffee cup, a pen, and other items. The text is overlaid on the center of the image.

The thing about travel
writers is....

We do what we want.

It's a blessing and a curse.

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

Let's Start with Some Potentially Tough / Painful Questions

- Can you tell me exactly how much money you have coming in this month...and next month?
- Do you have a regular marketing plan in place?
- Do you review your rejections (or non-responses) for patterns?
- Are you actively learning (around the things that you are not currently succeeding at)?

A person is standing in a field, looking out over a landscape of mountains and trees. The scene is bathed in a soft, golden light, suggesting a sunrise or sunset. The person is in the foreground, slightly to the left of the center, and is looking towards the right. The background features rolling hills and mountains, with several tall evergreen trees scattered throughout. The overall atmosphere is serene and contemplative.

Here's the really big
one:

Do you feel like you are
running a business?

Some Common Things That Get in the Way

- Not clearly looking at the economics of your costs and income
 - i.e. how long different projects take, if there are ways to optimize, if there is a step of professional development or a new tool that can increase the bottom line
- Related, but different: Not having income goals (a.k.a. sales targets) and working directly on making them happen

Are You Suffering from Shiny Freelance Project Syndrome?

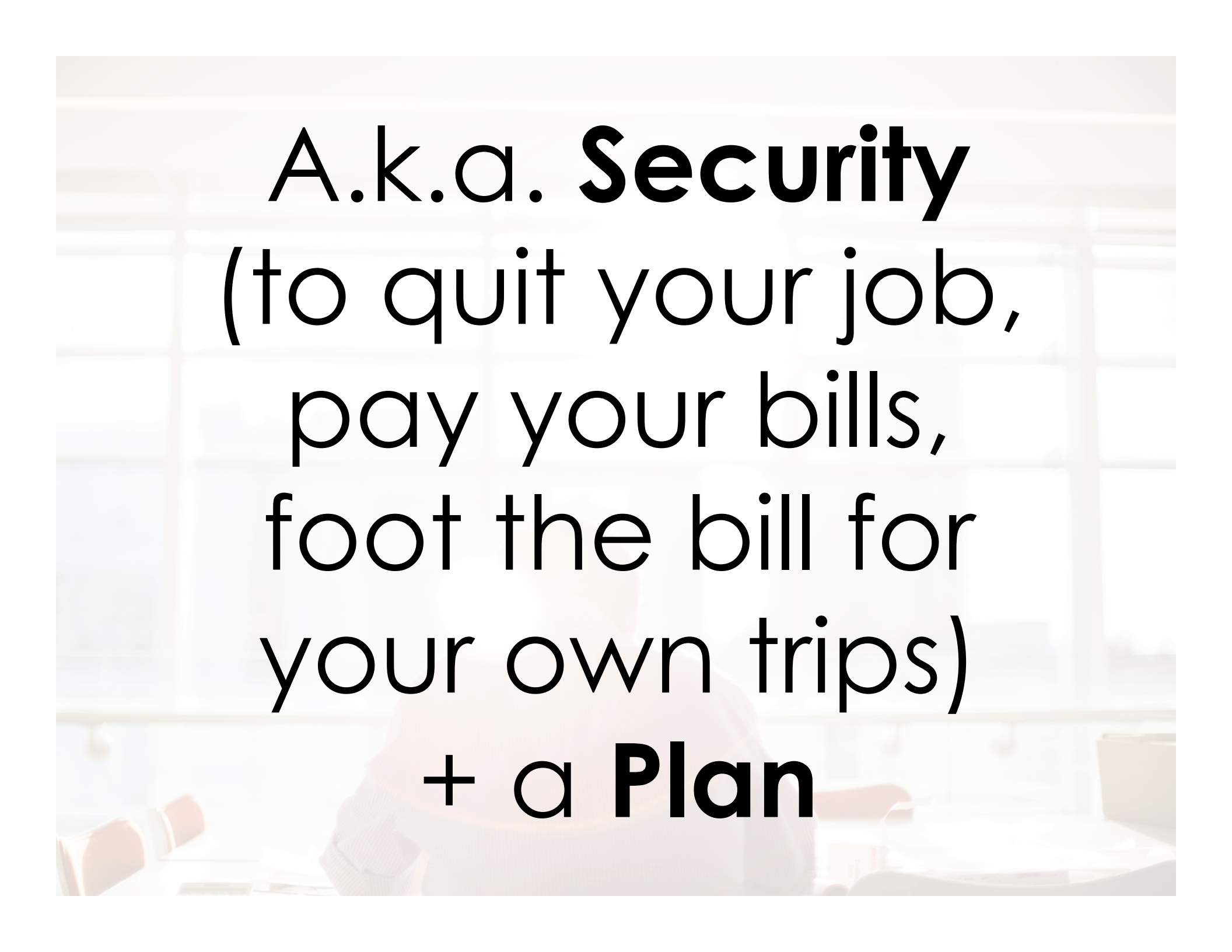
- In writing book-length works, videography, growing your own blog, freelancing for others, writing for publications, and running a content marketing business?
- Everyone / every business that is well-known became well known for one thing. first. (take Google, Pepsi, M&Ms, Shonda Rhimes)

Some Really Sneaky Ones

- Having too many obligations on your plate (in “real” life, a.k.a, unavoidable physical obligations)
- Being just plain exhausted and not able to think creatively or clearly
- Conversely: resenting everyone who is paying you and needing to get back to what makes it all worth it
- And relatedly: needing to spend fewer hours working and more hours restoring / having fun

Here's the hard truth:

If you say that you are doing this full-time (or part-time for tax purposes or to your spouse or whathaveyou), you need to get serious about **recurring income** and **goals**

A person is sitting at a desk in an office, looking out a window. The person is wearing a light-colored shirt and is holding a pen. The desk has a laptop and some papers on it. The window shows a view of a city with buildings and a sky with some clouds. The text is overlaid on the image.

A.k.a. **Security**
(to quit your job,
pay your bills,
foot the bill for
your own trips)
+ a **Plan**

The business plan **isn't dead**.

It's just **the difference**
between a business and a
reactive, here-one-day-
gone-the-next service
offering.

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Have a follow up question on this webinar? Email questions@dreamoftravelwriting.com and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

