



*Dream of
Travel Writing*

Taking Control of How You Track and Reach Your Freelance Travel Writing Goals

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop setting. 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 white napkin. The text "Today, we're going to talk about..." is overlaid in the center.

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

1. Are your goals on ICE? How to tell
—and immediately fix the issue

2. The Marathon-Training Method of
reaching your freelance travel writing
goals

3. My favorite “hacks,” tips, and tricks
for visible goals





Before we get this train moving...

How **in control** do you feel of your
freelance travel writing goals?

If you don't have some sort of:

- **control** over your goals
- belief that you're **doing it right**, or
- feedback that what you're doing is **effective**....

....you'll burn out on goal setting!

The ICE Index: Inefficacy, Cynicism, Exhaustion



When your goals aren't working, you need to ask yourself why not:

- Inefficacy:
 - Lack of purpose
 - Lack of sufficient challenge
 - Lack of impact
 - Lack of acknowledgement
 - Lack of effective feedback
- Cynicism:
 - Breakdown of community
 - Culture misfit
- Value conflict
- Insufficient reward
- Unfairness
- Exhaustion:
 - Lack of work-life balance
 - Unrealistic work expectations
 - Overwhelm
 - Unrealistic change of pace
 - Lack of control



Let's ICE-proof your
goals with the
Marathon-Training
Method

WIND.
BREATH
GRACE

What is really the most important goal to you? The biggies

1. Freedom
2. Bylines
3. Trips

Money? (usually part of number one!)

We need goal benchmarks at the:

- Daily level
- Weekly level
- Monthly level
- Quarterly level
- Yearly level



What is your marathon-training schedule?

10-Week Half Marathon Training Schedule

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
1	3	Rest	3	3	Rest	4	Rest	13
2	3	Rest	4	3	Rest	5	Rest	15
3	3	Rest	4	3	Rest	6	Rest	16
4	3	Rest	5	3	Rest	8	Rest	19
5	3	Rest	5	3	Rest	10	Rest	21
6	4	Rest	5	4	Rest	11	Rest	24
7	4	Rest	6	4	Rest	12	Rest	26
8	4	Rest	5	4	Rest	9	Rest	22
9	3	Rest	4	3	Rest	8	Rest	18
10	3	Rest	3	Walk 2	Rest	13.1	Rest	21.1



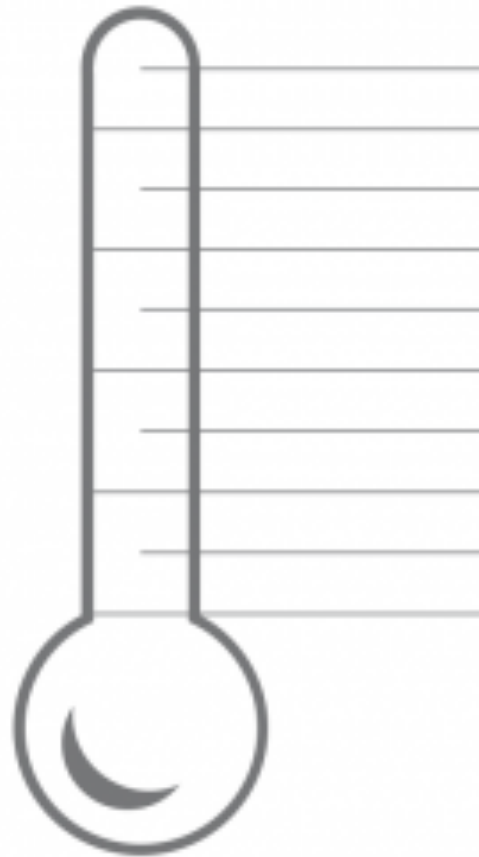
Tips & Tricks

The Fundraising Thermometer Approach



There a nice blank one you can download online:

Fundraising Goals



A Tool I Highly Recommend to Force Goal Focus

What will you accomplish with ActionAlly on your team?

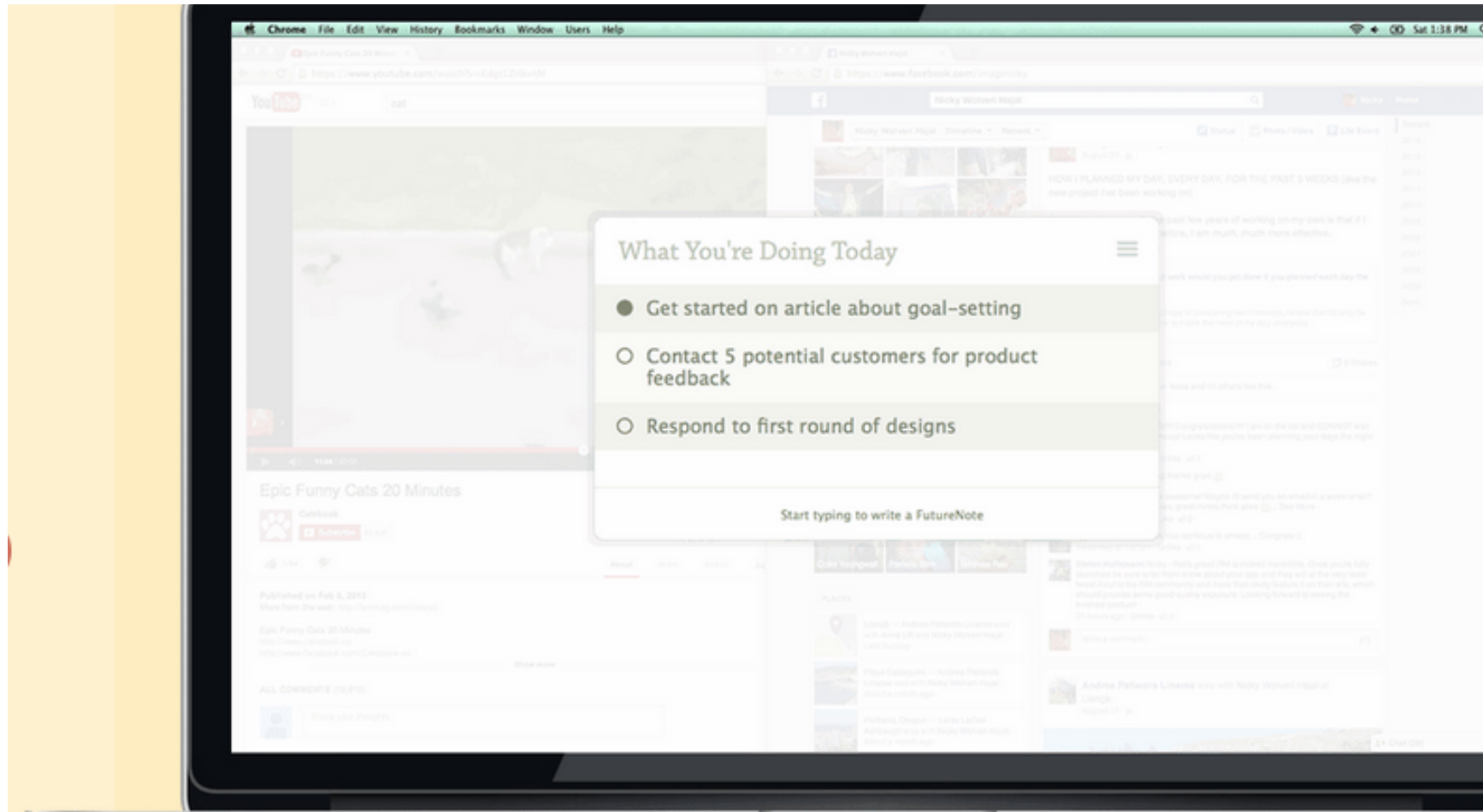
- With ActionAlly you'll plan your most important tasks, every day.
- You'll naturally get started on work as soon as you get to your computer.
- You'll consistently achieve your most important tasks and make massive progress on your work.
- Don't love ActionAlly? Get a refund.

ActionAlly - ****LIFETIME**** LICENSE

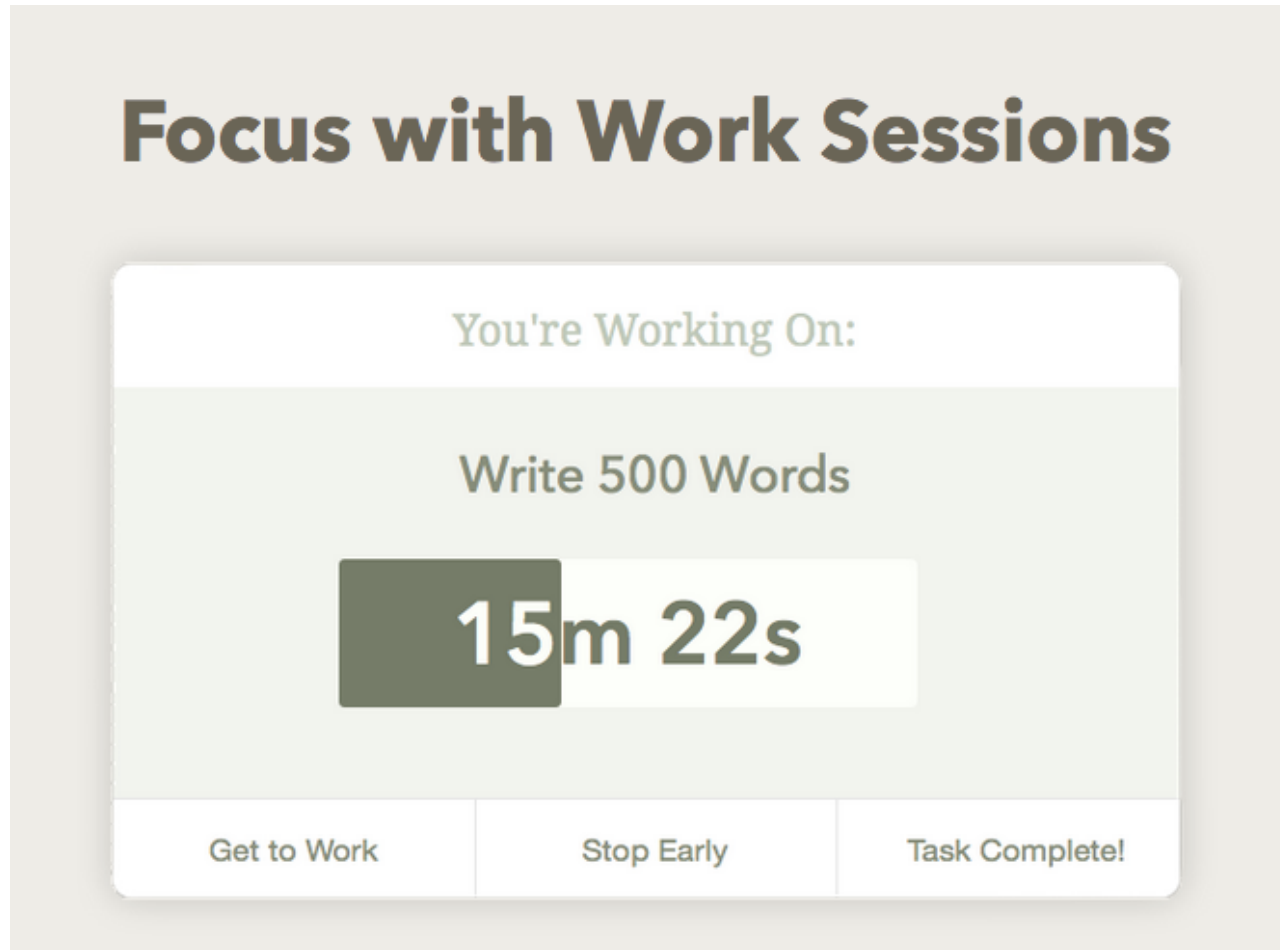
\$37.00

Total: \$37.00

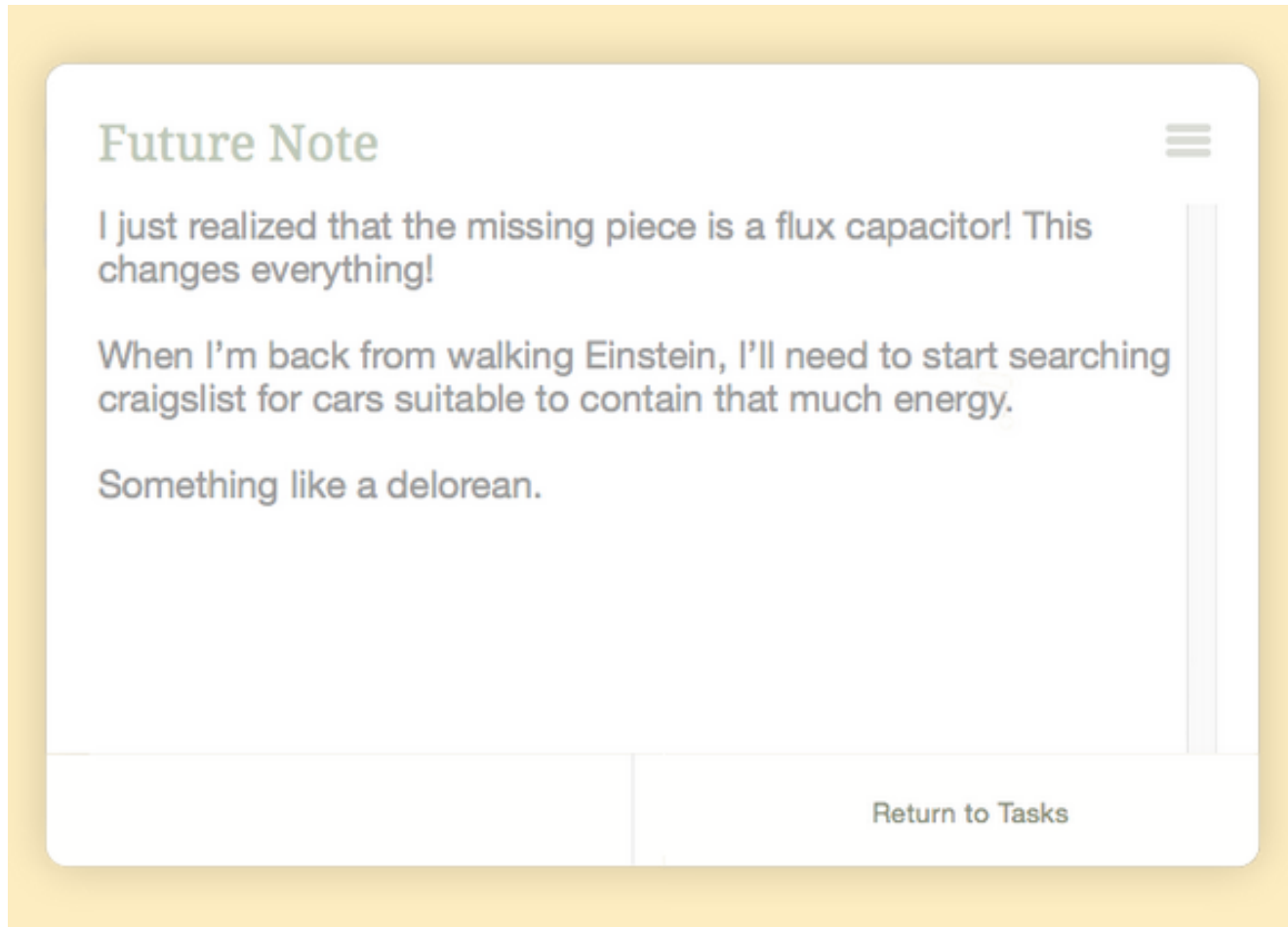
How it Works



Cool Feature: Pomodoro with Purpose



Cool Feature: “Oh, I almost forgot!”-proof



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.

