



*Dream of  
Travel Writing*

# Taking Control of Your Ideas, Pitches, and Follow-Ups

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 white napkin. The text "Today, we're going to talk about..." is overlaid in the center.

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

1. Zeroing in on the real point of all of this anyway
2. How and when ideas come and systems for what to do with them when they do
3. How to organize the information you need to match ideas and quickly piece together pitches
4. Making sure not to drop the thread in the all-important follow-up phase





Before we get this train moving...

Let's get very clear here: what is the real goal of pitching magazines?

If you **just want to get published**, it doesn't matter who you pitch.

If you want to have **a freelance business** (with the most work for the least effort), you need to be intentional about **who** you pitch.

The background features a soft-focus image of green leaves in the upper right and several overlapping light blue papers or documents in the lower left. The text is centered in a clean, black, sans-serif font.

Idea-first  
vs.  
Magazine-first  
Pitching

WIND.  
BREATH  
GRASS

# How to Make Matching Not be the Biggest Pain Ever

- Familiarize yourself with each magazine one
  - Note sections that jump out to you
  - The tone of the magazine (or sections if different)
  - Important demographic notes
  - Full text (if using the travel magazine database) for each section that catches your eye
    - Which should be everything that wouldn't be out of your skill level or interest to write
- Doing this work will pay huge dividends in the matching phase
- Must be done before matching—familiarizing and matching are separate activities

A person's hands are shown holding several travel magazines and books. The background features a blurred image of palm trees. The text is overlaid on the image.

# The Pocket Magazine Cheat Sheet Approach

[https://  
www.dreamoftravelwriting.com/  
pocket-idea-cheatsheet/](https://www.dreamoftravelwriting.com/pocket-idea-cheatsheet/)



- **Adventure Travel:** “Adventure Academy,” which looks to the experts for lessons on adventure trips in the four categories of “Photography,” “Mountain Skills,” “Fitness,” and “Bushcraft.” For each respective category, a recent issue teaches “How to Take the Perfect Shot,” “How to Avoid Avalanches in Winter,” “Understanding What Keeps You Going on the Mountain,” and “How to Start a Fire With a Fire Steel.” This section is written in second-person instructional format with each subsection ranging from 500 to 600 words.
- **Conde Nast Traveller:** “Way of Life:” a 1,000-word article written in third person about the home or hotel of a notable person that you can stay in. In a recent issue, the Cotswolds house where Nancy Mitford grew up is featured. (via Stacy Brooks)
- **United Airlines’ Rhapsody:** “From the Sideboard:” a drinks-themed section focusing on an area or place that United Airlines fly to. The section is approximately 300-500 words and includes quotes from an interview with a bar manager or vineyard owner, for example. This section is often followed by a short section recommending drinks or a cocktail recipe. Article examples include “Vine of the Times” about wine production in Portugal and “Prix-Fixe Pours.” (via Hillary Richard)
- **National Geographic Traveller:** “Snapshot:” a 50-100-word, first-person description of an encounter with a person in an international location, such as meeting a priest in Italy and overcoming the communication barrier with gestures, followed by the priest gifting his rosary beads and providing a blessing.


What's the first thing you  
need to do when you have  
an idea?

**CAPTURE!**



# The Five Most Important Things to Include in Every Idea / Pitch Note

- Trip (because you often remember the name of the larger trip, but not the specific destination)
- Destination
- Type of article (multiple is great too if you have them!)
- Potential magazine matches
- Enough of the idea that you will remember it from what you wrote (so more for those with worse memories)
  - but you can attach a voice file for this one as long as the other parts are in text



“to pitch” vs. “pitch”  
tagging

# Idea Tracking Methods

- To-do software
  - There are billions! Go as crazy as you want
  - Why I use Wrike to track my ideas
    - email in
    - project phases
    - places for notes and attachments
- Simple lists
- Separate email account
- Storage systems like Evernote or OneNote

## Magazines & Newspapers

1. Saveur:
2. Afar:
3. BBC:
  - o "stories that are unexpected or surprising, have a timely 'Why now?' hook, and weave a strong, context-heavy narrative."
  - o a strong, solid hook and will almost always subject a pitch to the "Why now?" question.
  - o submit a title (35 characters, maximum) and a short synopsis (50 to 100 words) briefly explaining the chosen topic/theme/angle, why it would work on the site, and why it is relevant to the audience
  - o Asheville's Food Scene Goes Elemental
  - o yaylas
4. Vice munchies:
5. Newspaper 1:
6. Newspaper 2:
7. Newspaper 2:
8. Airline 1:
9. Airline 2:
10. Wine Enthu: Cab Franc: For bottle No. 12, I couldn't resist the urge to include one of cabernet sauvignon's parents, cabernet franc. Franc is aromatic and elegant and most often used as a blending grape. The 2013 Lang & Reed North Coast Cabernet Franc (\$27) shows the grape's character: lively red fruit, a slight leafy note, firm tannins and a persistent finish.
11. Travel + Leisure FOB:
12. Travel + Leisure slideshow:
13. Edible NYC/Long Island: Oyster environmental engines: one million to clean a hsrbjr every day

### CO Trip:

- Tues, Feb 23: arrive 11am, drive to COS?
  - Sleep: COS?
- Weds, Feb 24: Drive to Aspen
  - Sleep: Aspen
- Thurs, Feb 25: Aspen
  - Sleep: Aspen (\$127 SPG)
- Fri, Feb 26: Aspen/Drive to Estes Park
  - **Sleep: Estes**
- Sat, Feb 27: Explore Boulder
  - Sleep: Boulder (8,000 point hyatt place downtown)
- **Sun, Feb 28: Conference Day**
  - Sleep: Boulder
- Mon, Feb 29: Denver
  - Sleep: Denver
- Tues, Mar 1: Denver
  - Sleep: Denver
- Weds, Mar 2: Denver
  - Sleep: Fly home 4pm

A person in a dark t-shirt and shorts stands on a rocky outcrop on the left, looking out over a mountain lake. The lake reflects the sunset sky and the surrounding mountains and trees. The scene is peaceful and scenic, with a person of nature theme.

# Quick Pitch Prep





The secret to writing lots  
of pitches?

It's really simple.

Use one doc.

# Pitch Structure

- Most important thing
- What you're pitching
- Who you are...as relates to \*this\* piece
- Are they interested

# Follow-up Plans

- The one-day follow-up (a.k.a. “admin” day)
- The calendar approach
- The most important thing is that **BEFORE** you write each pitch, when you are in the “matching” stage, you include other ideas for the same magazine

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](mailto: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.

