



*Dream of
Travel Writing*

Article Nuts and Bolts: Putting Together a “Basket of Kittens”

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. Where does this basket of kittens concept come from anyway?

2. How do you create the perfect basket?

3. What type of magazines use basket-of-kitten features?

4. How to pitch these pieces





Before we get this train moving...

What on earth does a basket of kittens have to do with writing for magazines?



Key Components of the Basket

- All are just as interesting as the others
- United in one (or more than one) key way but different in ALL others
- The balance is very important; mix of diversity and similarity

Think Like the Game Set

Rules

The object of the game is to identify a 'Set' of three cards from 12 cards laid out on the table. Each card has a variation of the following four features:

- 1) **COLOR:** Each card is red, green, or blue.
- 2) **SYMBOL:** Each card contains ovals, squiggles, or diamonds.
- 3) **NUMBER:** Each card has one, two, or three symbols.
- 4) **SHADING:** Each card is solid, open, or striped.

A 'Set' consists of three cards in which each feature is EITHER the same on each card OR is different on each card. That is to say, any feature in the 'Set' of three cards is either common to all three cards or is different on each card.

Examples of sets:

- 1) **color:** different on each card, **symbol:** the same on each card (oval), **number:** the same on each (two), **shading:** the same on each card (solid)




- 2) **color:** different on each card, **symbol:** different on each card, **number:** different on each card, **shading:** different on each card



- 3) **color:** the same on each card (green), **symbol:** the same on each card (diamond), **number:** different on each card, **shading:** different on each card



A person in a dark shirt and shorts stands on a rocky shore, looking across a calm lake. The lake's surface is still, reflecting the surrounding forested mountains and a bright sky. The scene is peaceful and scenic.

We've looked in
depth at these in a
FOB setting.

What do they look
like as a feature?

Half the Battle is Creating Your Basket in the First Place

- Ask your editor, if in doubt, what's important about balance
- Ask for an article they *want* you to copy rather than assuming
- Take into account:
 - Geography
 - Type of business
 - Diversity of characters
 - Age groups
 - Interest types among readers
- Aim for a real set!

The Components of Each Kitten

- These are really mini pieces
- You should do a brief (15-minute) interview for each
- Each needs its own:
 - lead,
 - why the reader cares
 - background
 - fleshing out
 - Service
- Take the lead from your magazine's format on the service

A woman with long hair is seen from the side, sitting at a desk and typing on a laptop. The scene is brightly lit, likely by natural light from a window in the background. On the desk, there is a pair of glasses, a white coffee cup on a saucer, and a water bottle. The overall atmosphere is professional and focused.

Let's take a look!

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.

