



*Dream of
Travel Writing*

Article Nuts and Bolts: Putting Together a Quest Piece Feature

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.

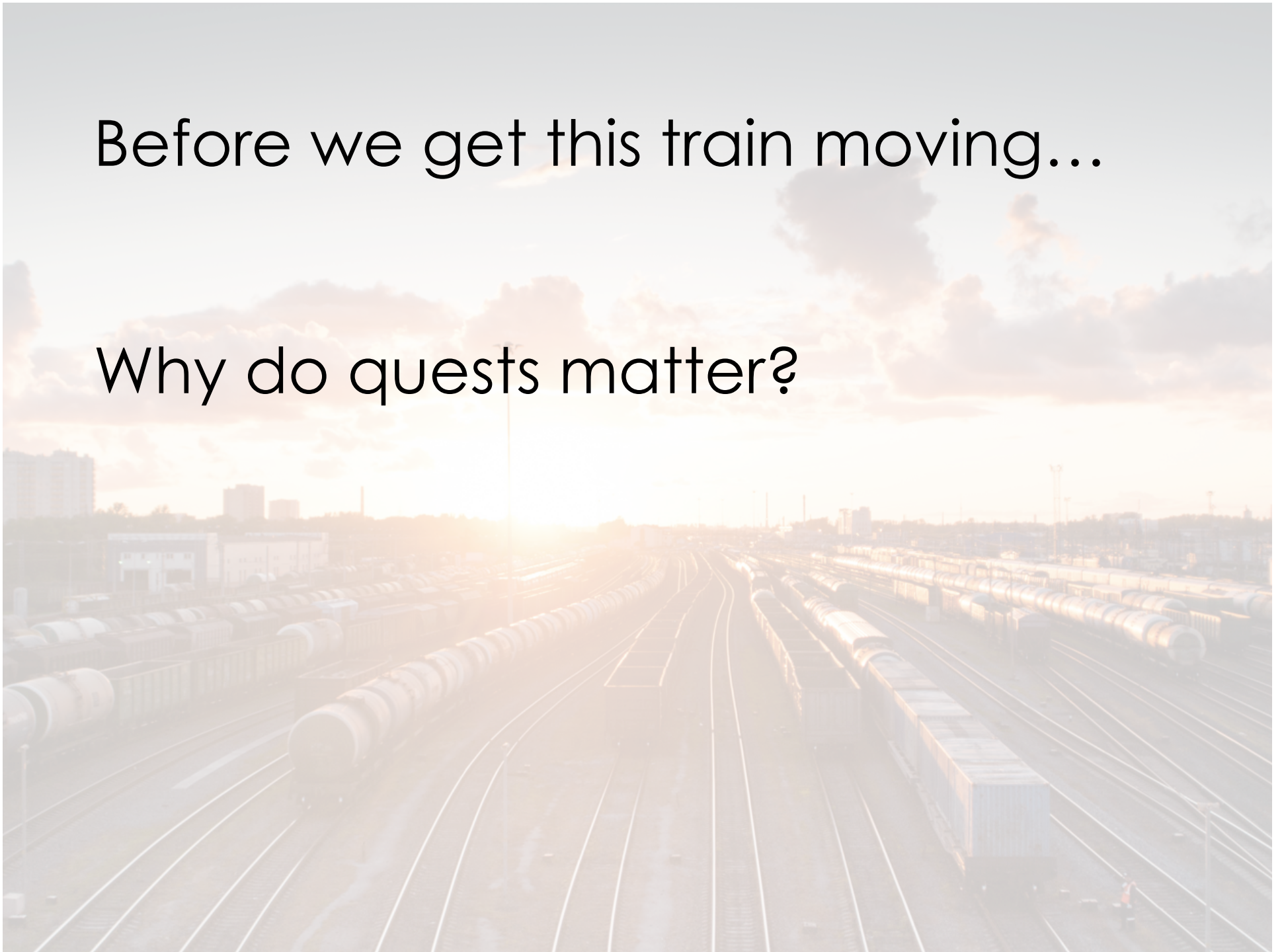
Today, we're going to
talk about...

1. Why is the quest such an important type of feature?
2. How must we structure our quest journey and article?
3. Real-world examples
4. How to pitch these pieces



Before we get this train moving...

Why do quests matter?



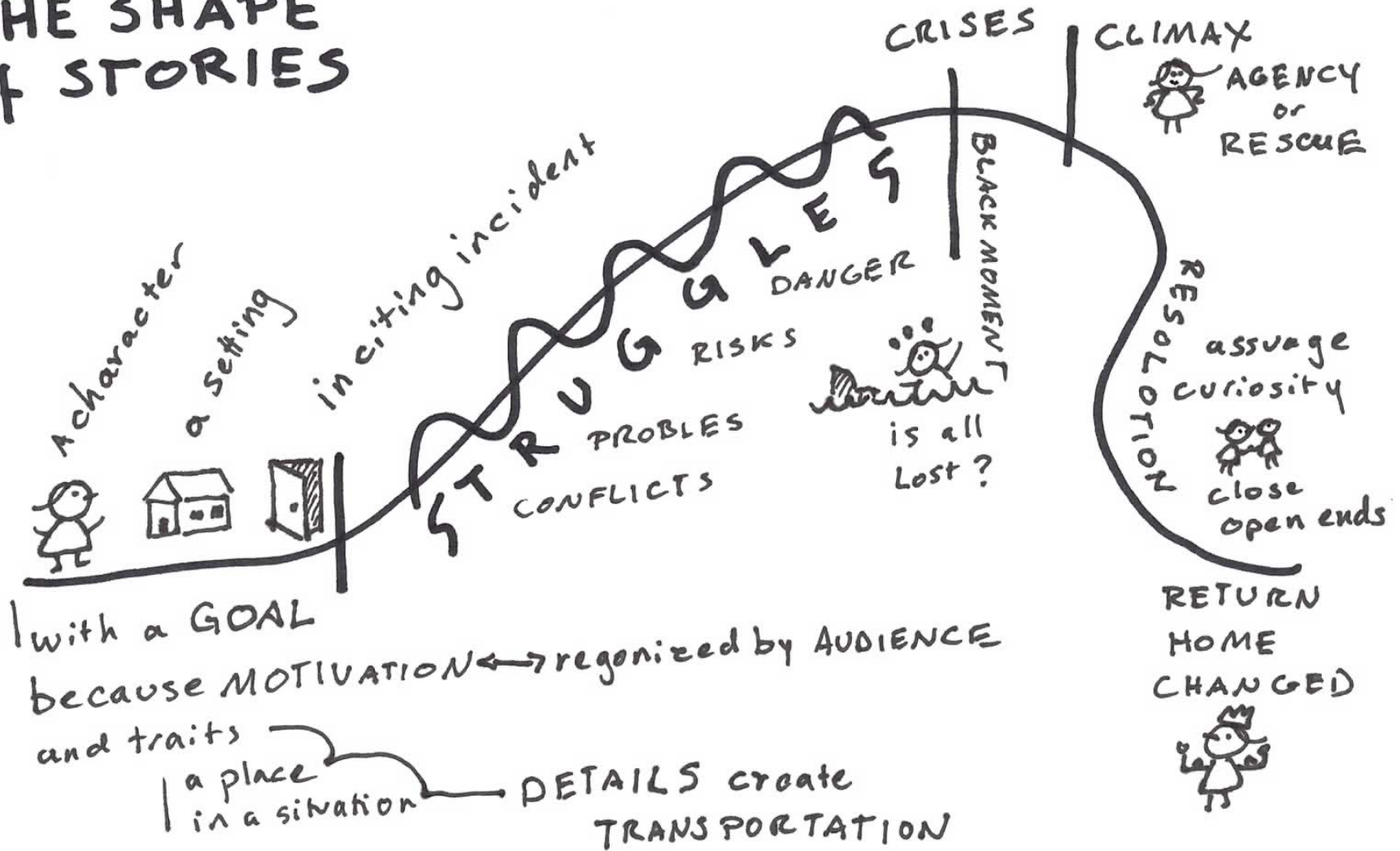
The 5 C's

- Current state
- Conflict
- Climax
- Consequences
- Conclusion

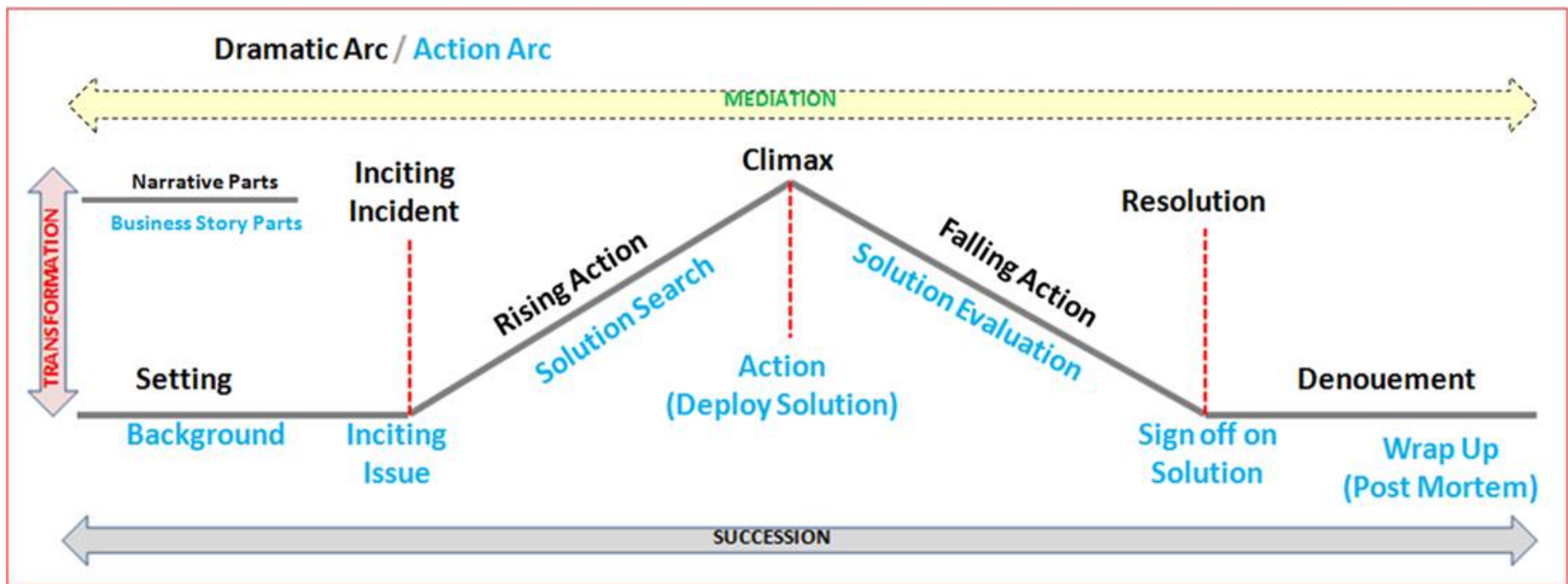


THE SHAPE OF STORIES

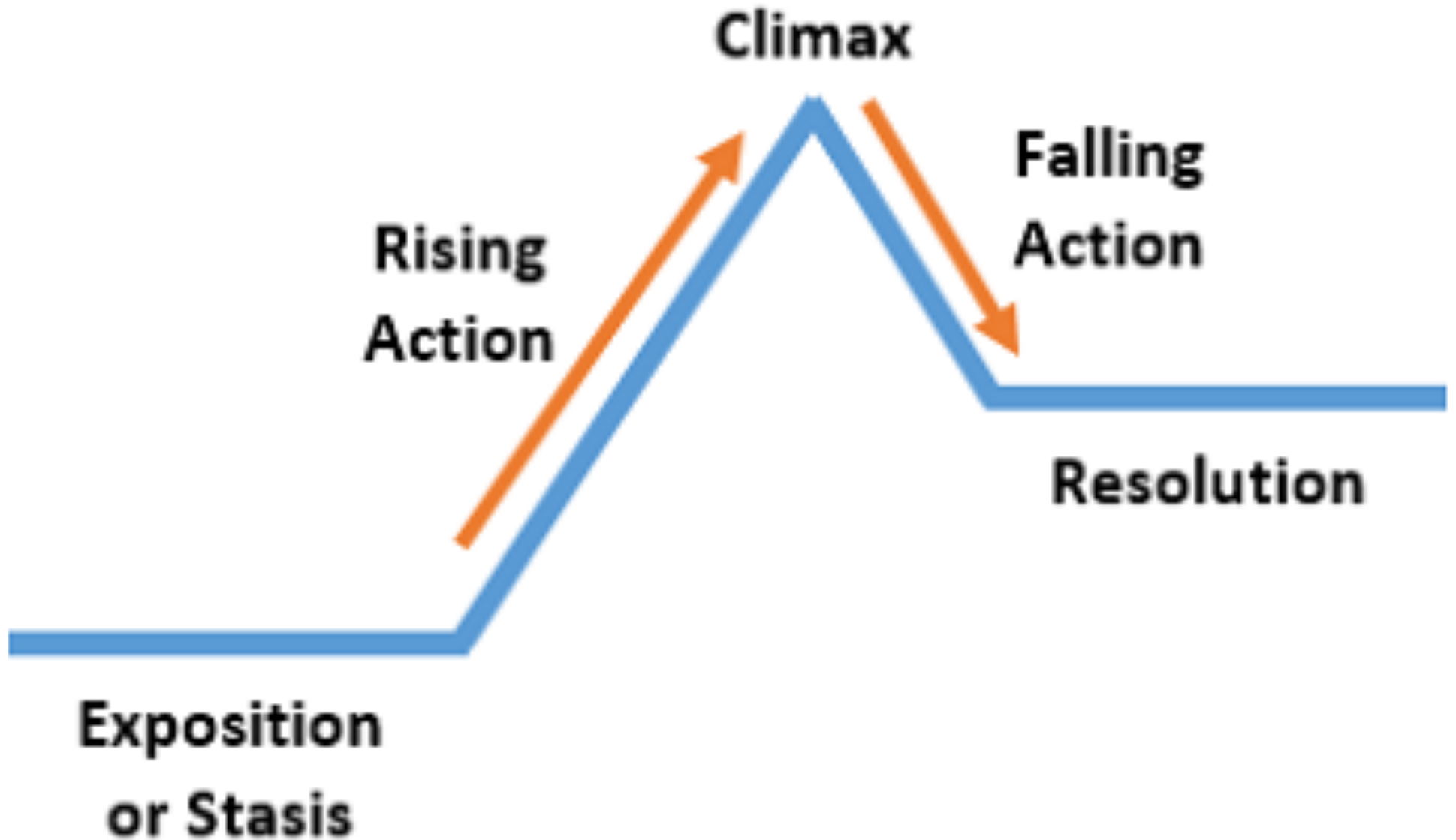
@cwodtke



The Very, Very Oversimplified 5-C Structure

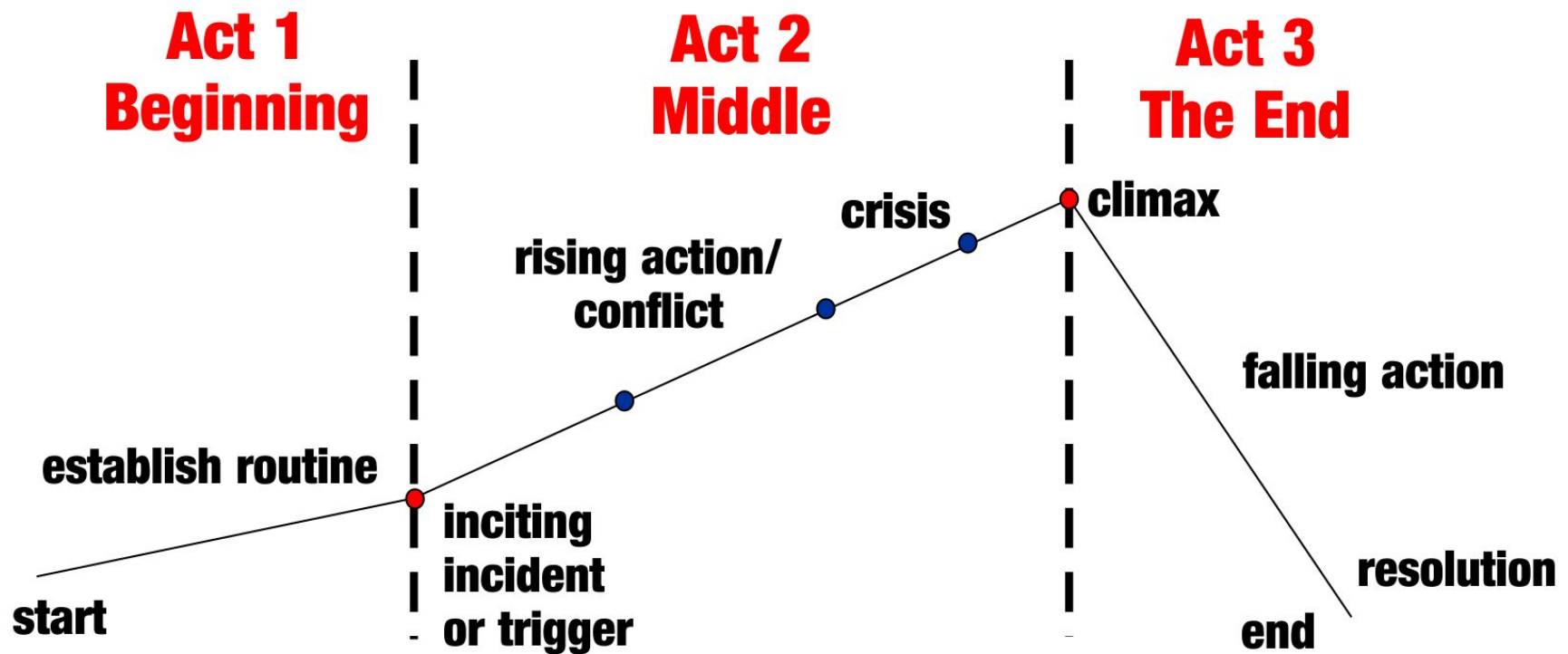


Better...But Still Way Over Simplified



Are There Really Only Three “Acts?”

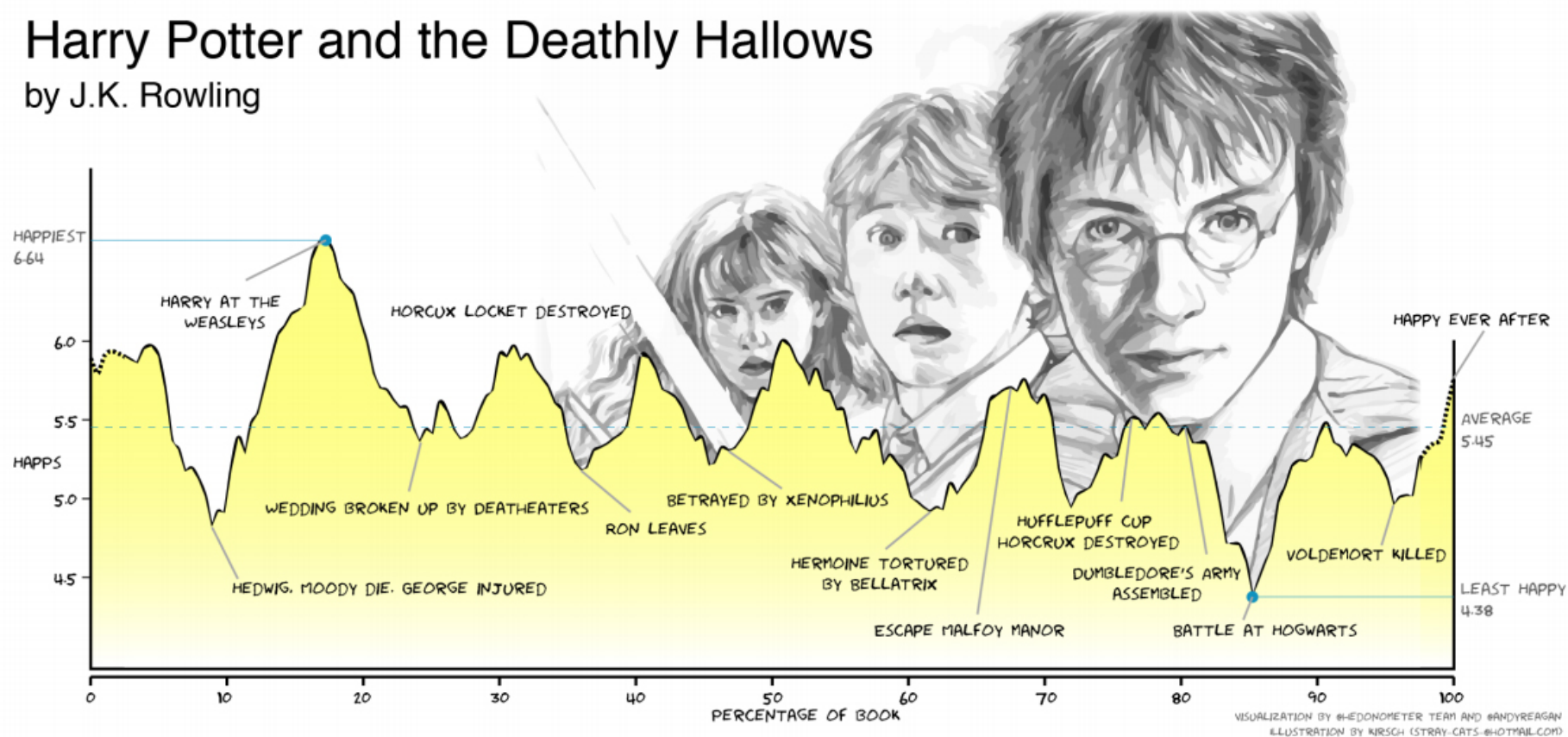
Story Arc



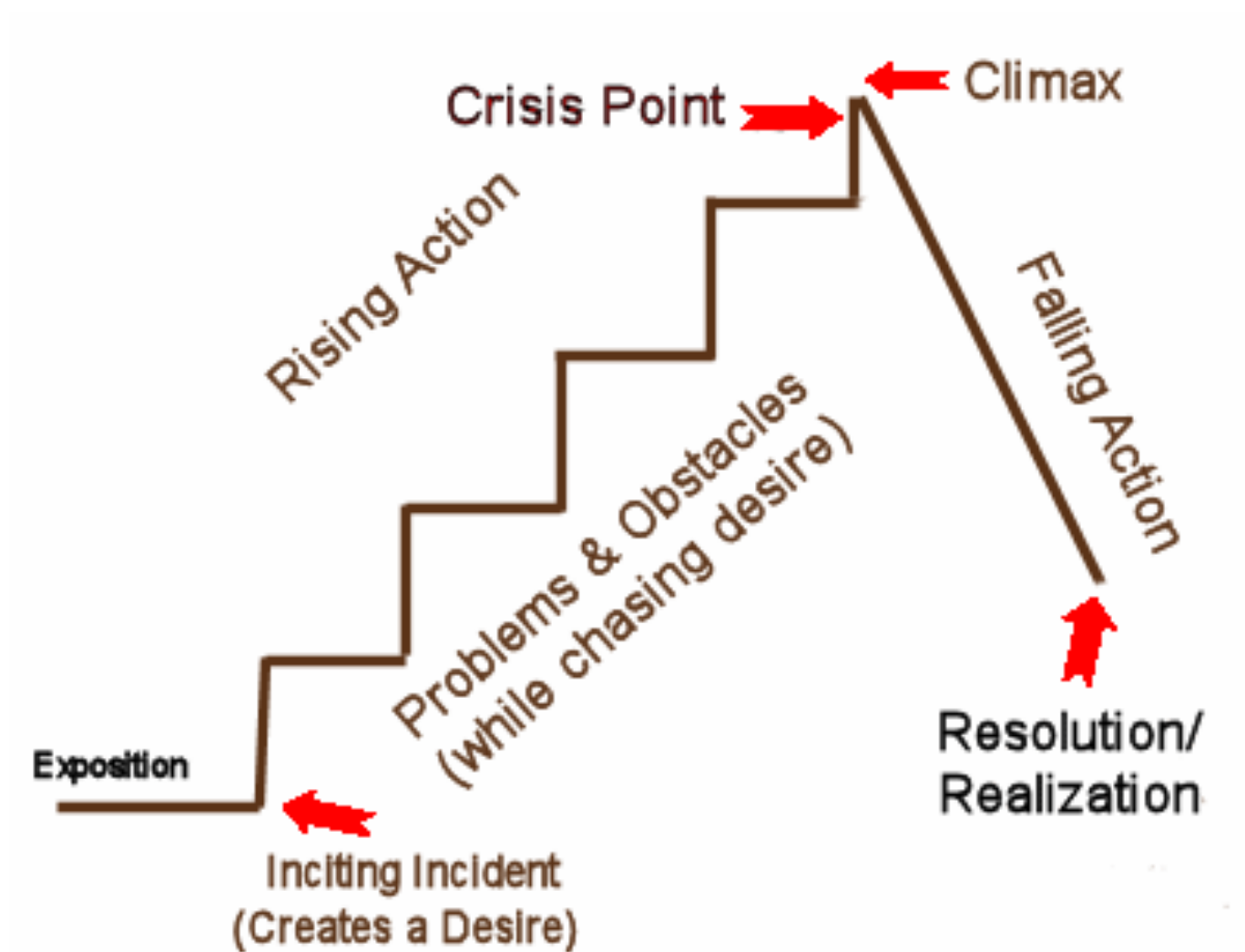
The Longer the Story, the More Up and Downs it Needs

Harry Potter and the Deathly Hallows

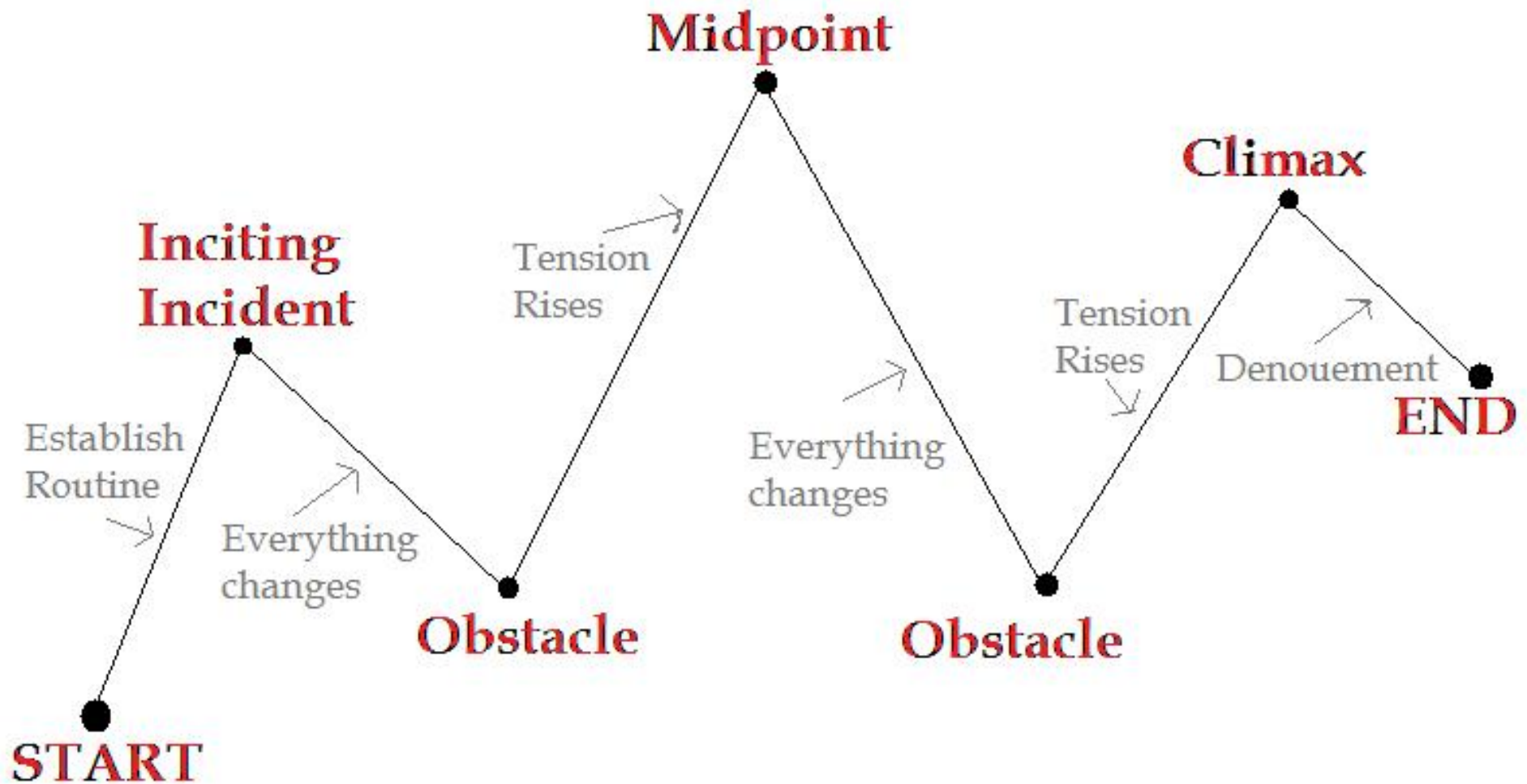
by J.K. Rowling



But Stories Just Aren't That Simple,
Like Harry Potter, That Don't Go Up
Consistently

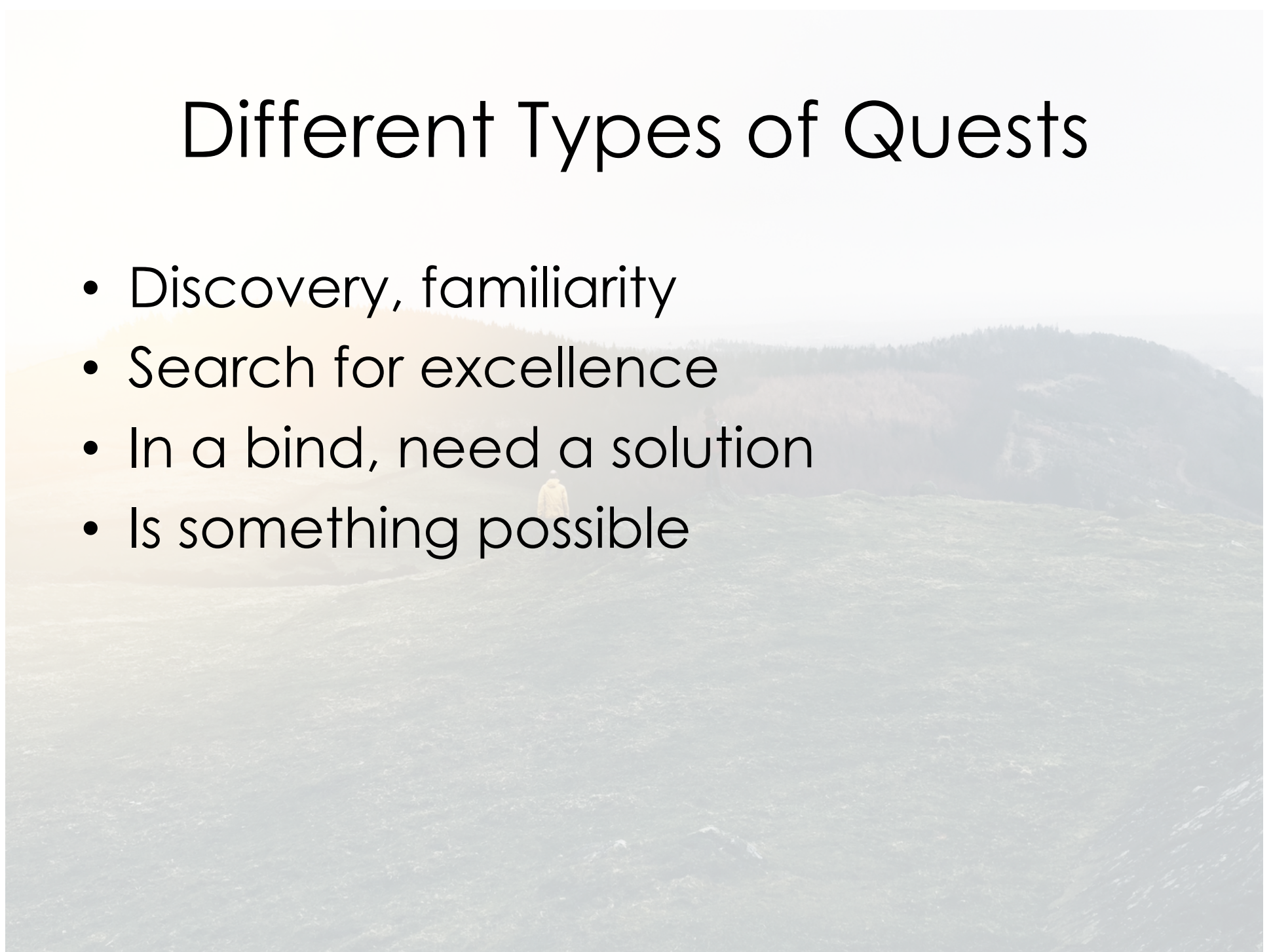


This “Arc” Is Closer to What We Use in Travel Articles (pre-time shift)



Different Types of Quests

- Discovery, familiarity
- Search for excellence
- In a bind, need a solution
- Is something possible



Overall Structure

- Get to the point very quickly
- Rarely use in media res leads
- Explain both the obvious and deeper journeys in the nut graf
- Focus on why a journey is required, why can't anyone do it
- Three key stops
- Resolution

Internal Structure within Each Stage

- Background on the specific stop
- Explain why the stop matters in the quest
- Introduce characters
- Dialogue and action
- Transition to next stage

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!

How to Pitch These Pieces

- They're really a slam dunk with editors
- Pitch before or after?
- One of the few times it's easy to pitch before, but the usual caveats still apply



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.

