



*Dream of
Travel Writing*

What Is and What is Not a Salable Non-Fiction Book Today: Finding Your Place in the Marketplace

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...

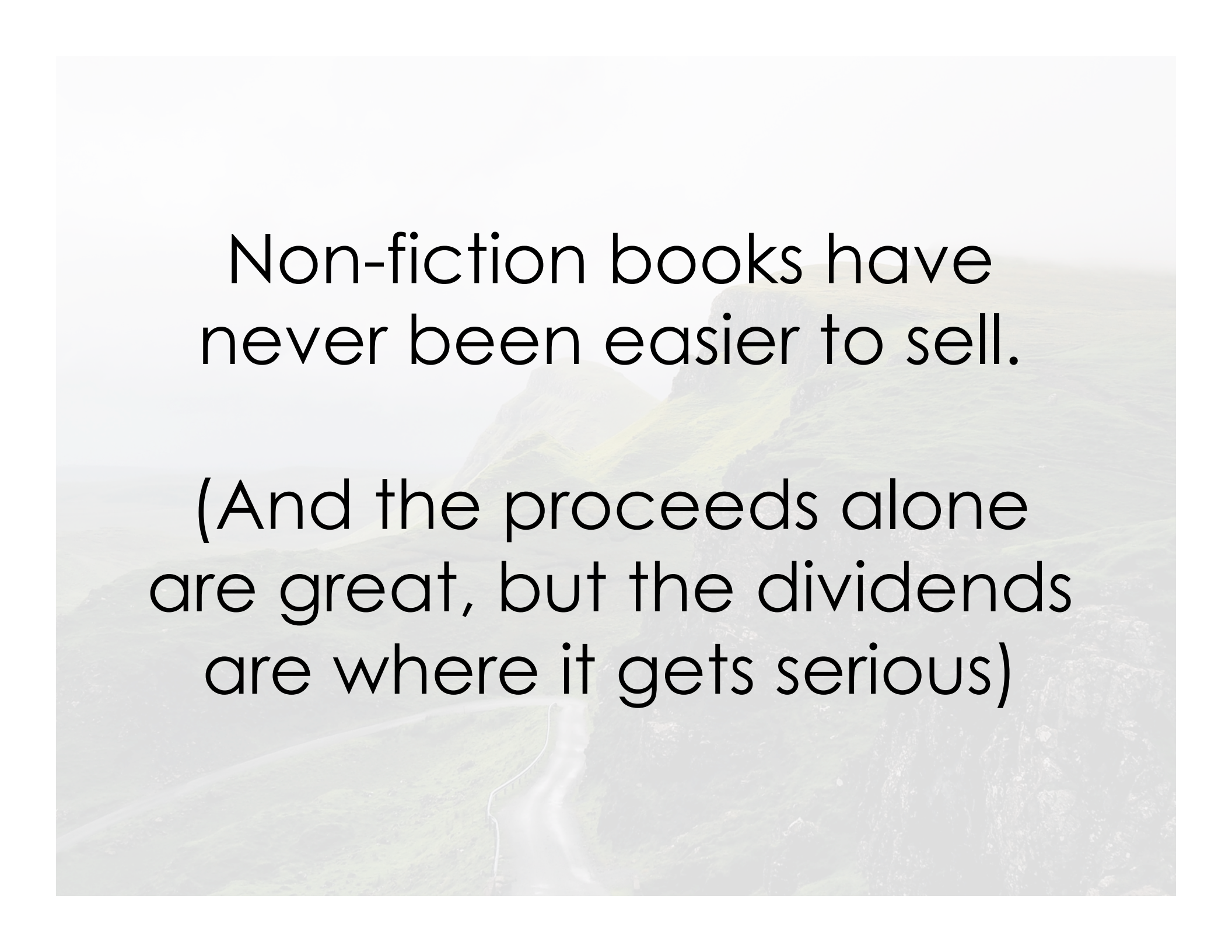
1. Why you should be brewing a book idea if you aren't already
2. The secret is to go small (in topic) not big (and it's easier!)
3. What is selling in non-fiction today and how to fit in
4. How to see live + up-to-date what is being bought and sold every day





Before we get this train moving...

Why are we talking about books?
Don't I want you to make money?



Non-fiction books have
never been easier to sell.

(And the proceeds alone
are great, but the dividends
are where it gets serious)

A person wearing a dark jacket and a textured hat is seen from behind, looking out over a vast, hazy landscape. The foreground is a flat, light-colored expanse, possibly a field or plain. In the background, there are rolling hills and mountains under a cloudy sky. The overall tone is muted and atmospheric.

You need to start with **a story**.

Not an epic.
And not an encyclopedia.

A woman with long brown hair, wearing a red dress with a white floral pattern, is shown in profile from the waist up. She is looking down at a tablet computer she is holding. The background is a soft-focus outdoor scene with trees and foliage, creating a bokeh effect. The entire image has a light, semi-transparent overlay.

Let's the back
lists of some
successful
authors in the
food/travel/
culture
spaces:

Jan Morris

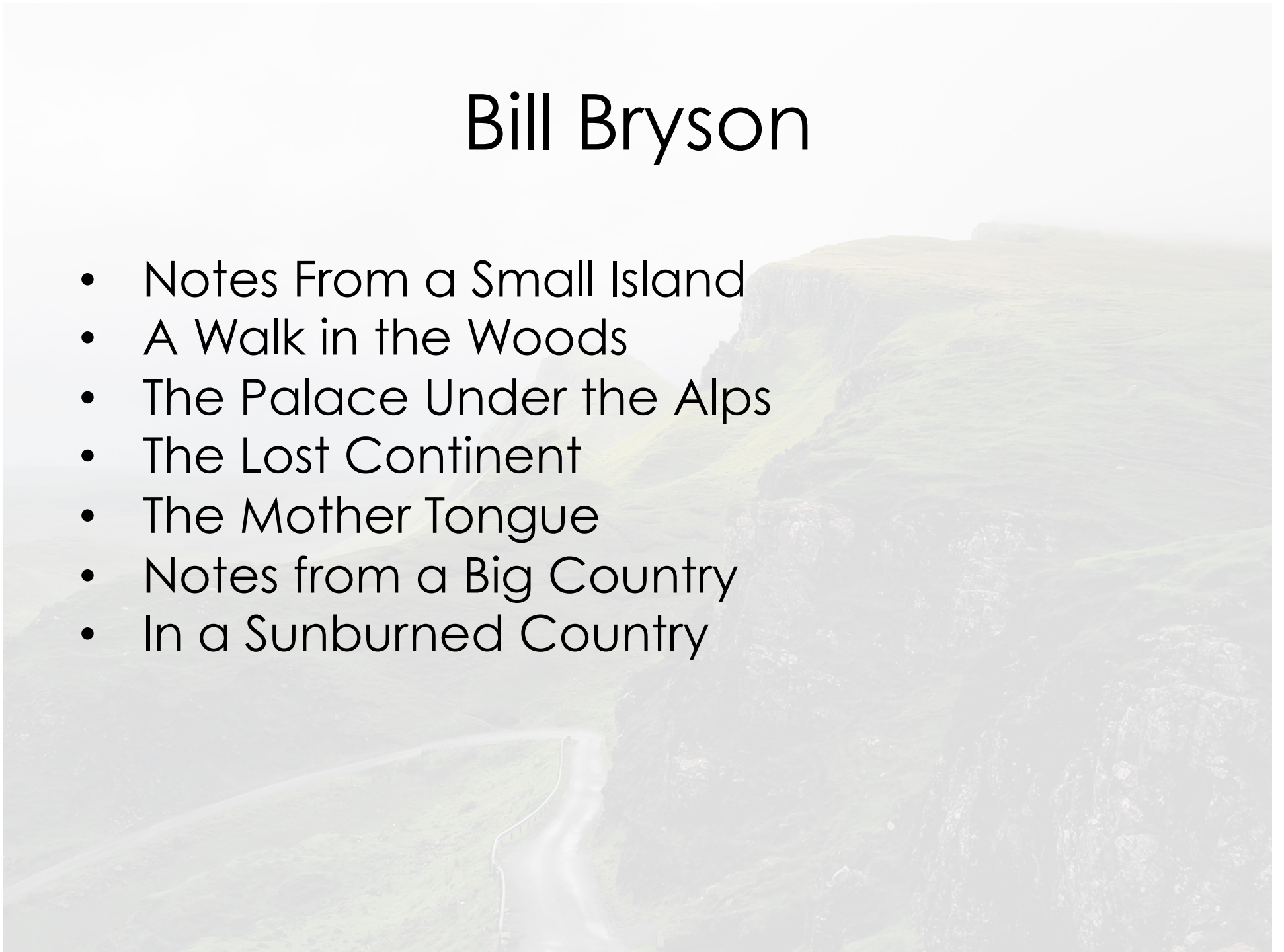
- Coast to Coast
- Sultan in Oman
- The Market in Seleuika
- South African Winter
- The Hashemite Kinds
- The Great Port: A Passage through New York
- The Matter of Wales
- A Venetian Bestiary

Tim Cahill

- Jaguars Ripped My Flesh
- Road Fever
- Pecked to Death by Ducks
- A Wolverine is Eating My Leg
- Pass the Butterworms: Remove Journeys Oddly Rendered
- Lost in My Own Backyard: A Walk in Yellowstone Park

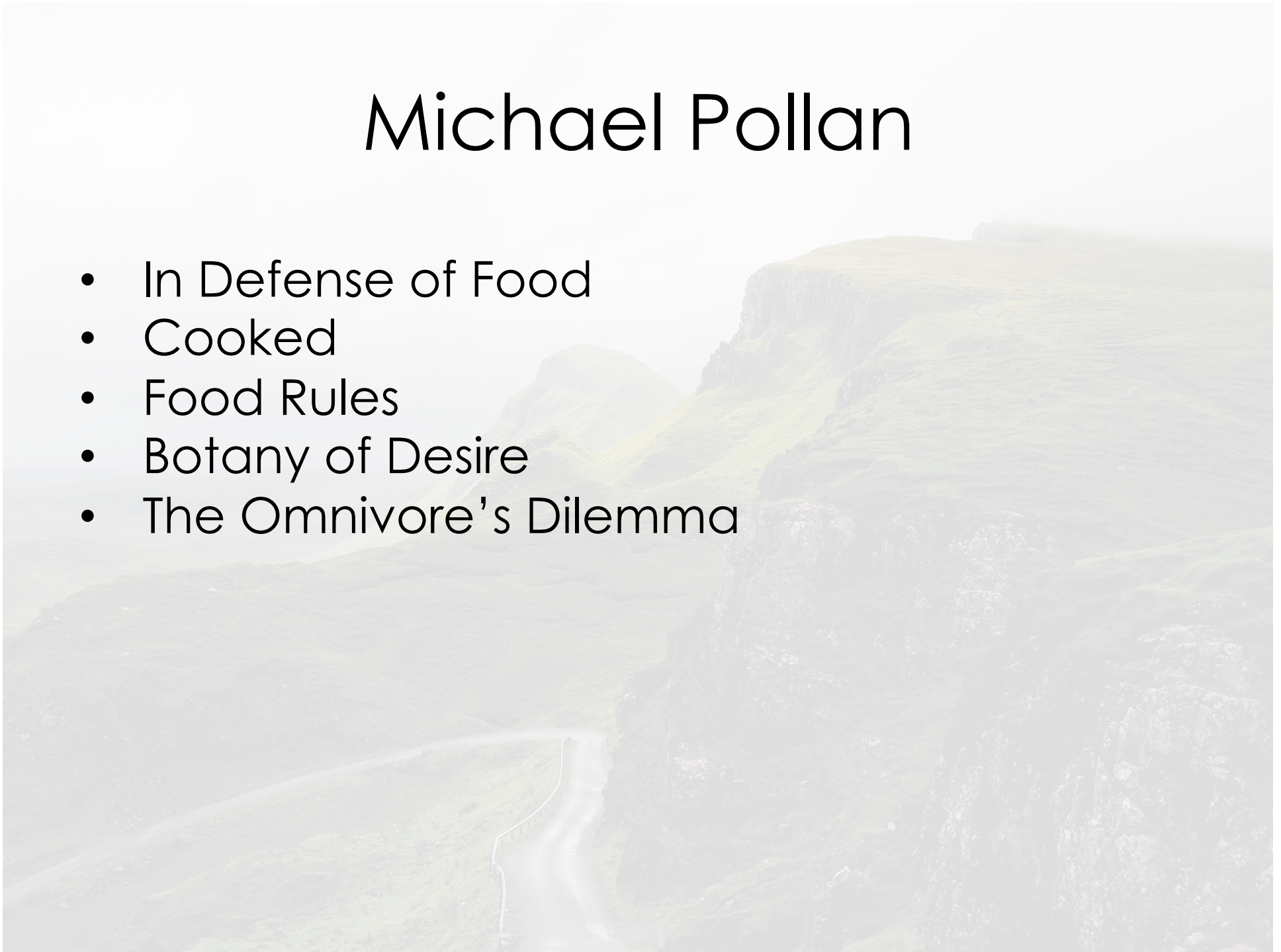
Bill Bryson

- Notes From a Small Island
- A Walk in the Woods
- The Palace Under the Alps
- The Lost Continent
- The Mother Tongue
- Notes from a Big Country
- In a Sunburned Country



Michael Pollan

- In Defense of Food
- Cooked
- Food Rules
- Botany of Desire
- The Omnivore's Dilemma



Pico Iyer

- Video Night in Kathmandu
- The Lady and the Monk: Four Seasons in Kyoto
- Cuba and the Night
- Falling off the Map: Some Lonely Places in the World
- The Art of Stillness: Adventures in Going NoWhere
- The Global Soul: Jet Lag, Shopping Malls, and the Search for Home

J. Maarten Troost

- [The Sex Lives of Cannibals](#)
[Getting Stoned with Savages](#)
- Lost on Planet China
- Headhunters on My Doorstep
- I Was Told There'd Be Sexbots: Travels Through the Future

What Sells Today

- Quest
- Trends (trending below)
- Reporting on fascinating unknown people/subcultures
- Comedy memoirs
- Memoirs on drugs
- Essays
- Ripped from the headlines topics

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, creating a soft, professional atmosphere. The background is slightly blurred, showing office equipment and a clean workspace.

Let's hit the
Publishers
Marketplace and
see the latest!

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.

