



*Dream of
Travel Writing*

How to Clearly Catalog the Work and Opportunities You Have Now to See Where You Need to Go

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. How to assemble your income for this year and what “slicing and dicing” is beneficial vs. prejudicial
2. Assessing your marketing efforts for the year in cold, hard numbers
3. Pulling together your expenses—and making sure you categorize them correctly!





Before we get this train moving...

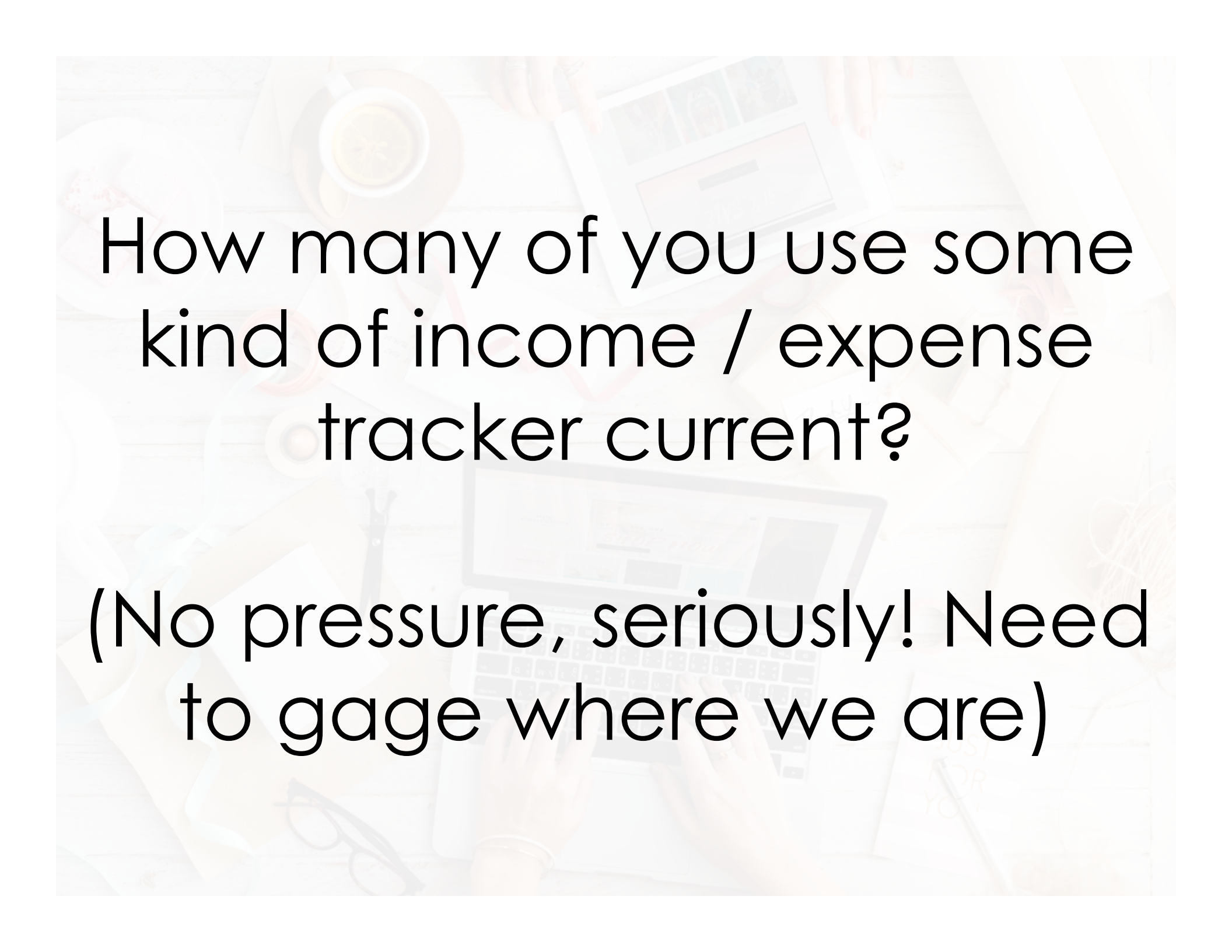
How many of you check in
regularly with these numbers
already?



Seriously.

No pressure.

Getting comfortable with
yourself with talking numbers is
what today is all about.

A collage of office and lifestyle items including a laptop, coffee, and papers.

How many of you use some kind of income / expense tracker current?

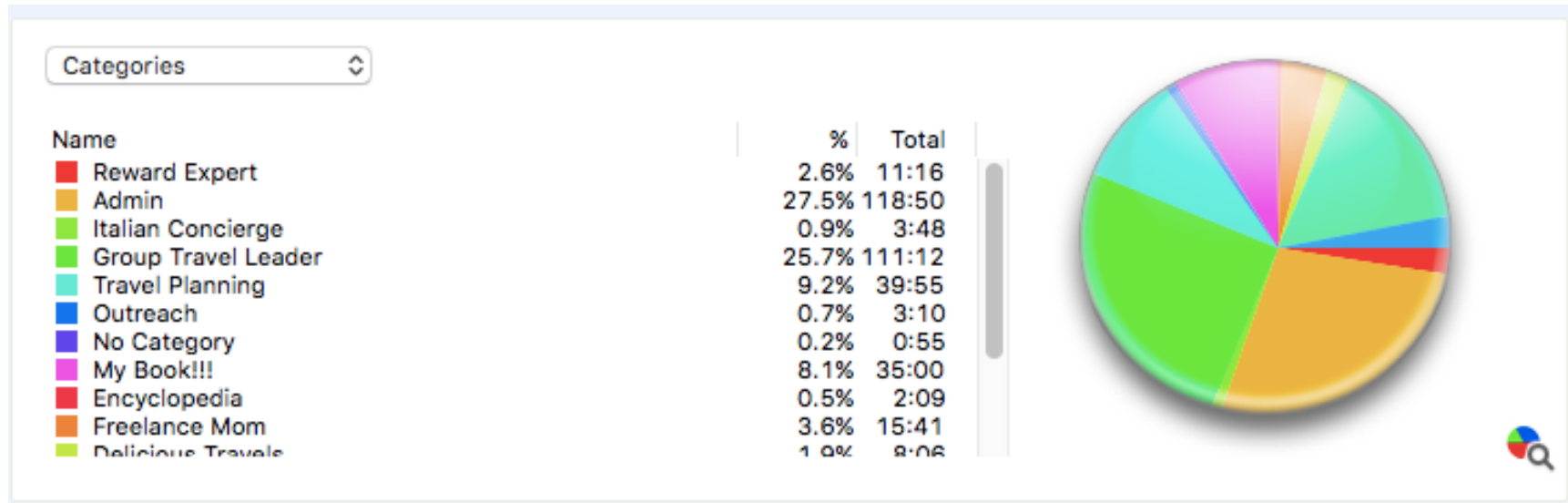
(No pressure, seriously! Need to gage where we are)

We need to look at income different ways

- By client
- By month
- By type of client
- By marketing stream

January	Reward Expert	Twitter	\$500		
	Reward Expert	Blog Posts	\$1,360		
	Freelance Mom	Blog Posts	\$400		
	Italian Concierge	Blog + Newsletter	\$400		
	Group Travel Leader	Museum Guide	\$563	Paid ?? 1/29	
	Small Market Meeting	Southern Package	\$1,125	Paid 3/1	
		Total	\$4,348		
		YEAR TO DATE	\$4,348		
February	Reward Expert	Twitter	\$500		
	Reward Expert	Blog Posts	\$620		
	Freelance Mom	Blog Posts	\$400		
	Italian Concierge	Blog + Newsletter	\$400		
	Select Traveler	Southern Package	\$1,125	Paid 5/26	
	Group Travel Leader	Shopping Package	\$625	Paid 5/10	
	Small Market Meeting	Long Island Feature	\$375	Paid 3/7	
		Total	\$3,670		
		YEAR TO DATE	\$8,018		
March	Reward Expert	Twitter	\$500		
	Reward Expert	Blog Posts	\$620		
	Freelance Mom	Blog Posts	\$400		
	Italian Concierge	Blog + Newsletter	\$400		
	Going on Faith	Southern Package	\$1,125	Paid 5/7	
	Small Market Meeting	Carolina Package	\$750	Paid 5/18	
		Total	\$3,795		
		YEAR TO DATE	\$11,813	\$47,250	
April	Reward Expert	Twitter	\$500		
	Reward Expert	Blog Posts	\$2,300	Hopefully bill ans	
	Freelance Mom	Blog Posts	\$400		
	Group Travel Leader	Georgia Package	\$900	Paid 5/10	
	Group Travel Leader	Theater Package	\$750	Paid 6/6/777	
		Total	\$4,800	\$49,200	
		YEAR TO DATE	\$15,913	\$47,737.50	

From my time tracker

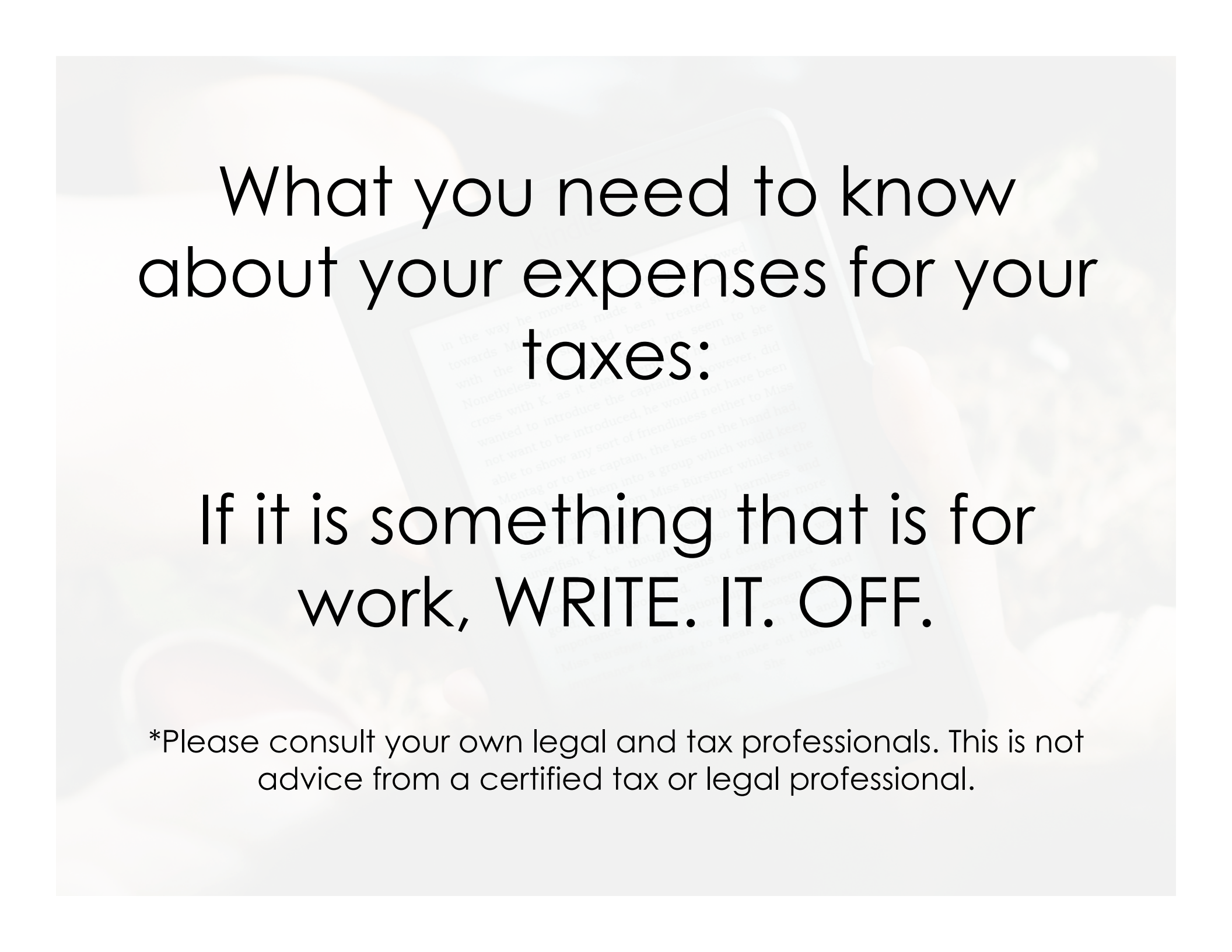


Not sure what kind of marketing you did?

- Get your numbers of:
 - Pitches sent
 - LOIs sent
 - Cold emails of other kinds sent (and source, LI, FB, Twitter, etc)
 - Conferences attended and deals discussed
 - How else are you getting clients?
- The dangers of over-tracking...at the time

What do these numbers tell us off the bat?


- Low, right? That's how we tend to feel until we get serious about numbers
- Where are the dips?
- What looks like it's not worth our time?
- Are there things that are low that you know also take up too much of your time?



What you need to know
about your expenses for your
taxes:

If it is something that is for
work, **WRITE. IT. OFF.**

*Please consult your own legal and tax professionals. This is not
advice from a certified tax or legal professional.



However, the IRS' categories are super useless for our budgeting...So.

A New Way to Look at Expenses

- Materials (and research
- Development
- Tools / efficiency boosters
- Meetings and prof dev travel

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.

