



*Dream of  
Travel Writing*

# Mapping Out Your Step-by-Step Plan for 2018 Success

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. A holistic approach to year-planning rather than just goal setting
2. Walking through the process (and seeing how things can change)
3. Workshopping your and your fellow freelancer's plans!

*(We'll take more if time allows; drop them in the chat box)*





A photograph of a train yard at sunset. The sky is filled with soft, orange and pink clouds. In the foreground, several parallel train tracks stretch into the distance. On the right side, a long train with many blue and white passenger cars is visible. The overall scene is hazy and atmospheric.

Before we get this train moving...

How are you guys feeling? Seriously?

(Any “aversions” to planning the year ahead going on?

I’ve heard it from coaching program members and am feeling it too!)

# Sample Words to Choose From

- independence
- family
- creativity
- achievement / success
- friendship
- acceptance
- commitment
- self-control
- solitude
- justice
- service
- growth
- helpfulness
- hope
- openness
- passion
- Realism
- genuineness
- wealth
- leisure
- tolerance
- autonomy
- generosity
- duty
- adventure
- courtesy
- cooperation
- safety
- self-esteem
- stability
- knowledge
- purpose
- pleasure
- Industry
- excitement
- order
- rationality
- humility
- challenge
- flexibility
- nurturance
- forgiveness
- fun
- tradition
- honesty
- authority
- change
- dependability
- mindfulness
- mastery
- comfort
- fame
- self-knowledge
- self-acceptance
- Simplicity
- moderation
- genuineness

# How We Peg Our Year for Greatest Chances of Success

- Ignore “goals,” benchmarks, targets, objectives for a minute
- What’s going on?
  - Trips you know about
  - Health things on the horizon (you or family)
  - Things that commonly come up but aren’t planned
  - Peaks with other client work or employment



# No. 1: The Full-Timer

Jade is a freelance content marketer (5+ years experience) and aspiring novelist. In 2017, Jade cut back on her paid work to devote significant time to revising her novel & trying to land a literary agent. She hasn't succeeded yet, and she earned ~ \$5,000 less in 2017.

Jade is burned out on content marketing - it feels like being on a hamster wheel. In 2018 she wants to find better-paying writing work and increase her passive income flows, so she can continue to focus on getting her book published while earning more money, not less.



# No. 1: The Full-Timer

Jade's words for the year are: flexibility, stability, wealth

Jade's accomplishments from the webinar exercise are:

Benchmarks:

- regular income with travel trades \*\**
- FOB & features on places I traveled to in 2018 \*\**
- getting literary agent*

Soft:

- conquering self doubt*
- honed pitch process*
- transitioned from lower paying to higher paying clients*
- more free time to focus on type of writing she wants to do*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
What's On	Conf  Fami It		Conf			Famil y	Ca mp?	Trip				Holid ays
Bench- marks for this period?				Liter ary Age nt?	Litera ry Agen t							
How we'll make it happen	*educ ation what's holdin g back her query * Pitch proces s	Query palooz a – identif ying – 50/75 *maste r list	Queryp alooza	Lois		Pitches to new outlets Pre- pitchin g for the trips			Pitchin g the trips	Look at froppin g clients not worth		

# No. 2: The Specialist

In May 2017 I decided to move my food and lifestyle writing to incorporate travel, do less food writing. I spent a few days thinking about the crossover potential with existing relationships and began to investigate the world of travel writing, which is how I found Dream of Travel Writing. While there are some similarities to what I have been doing there are some definite differences.

My pet died in early August after a challenging few weeks of back and forth to the hospital - all in the midst of my first press trip. I took a little time to grieve but also kept my trip, the people I met, the things I saw, tasted and experienced all fresh and alive in my mind. I formulated pitches, big and small and started to send them out. Prior to sending them out, I had spent time building a spreadsheet of publications, the focus of publication, if and how much they pay, writer guidelines and who to pitch to.

I lost two monthly content clients in the past year (one business closed and the other one went with a large PR firm that offered to provide social media and content as part of their package) and have been trying to recoup that income with the caveat that it is an industry I enjoy and is in line with my current and future path. I am still actively pitching one off's and know I can **do a lot more with that one single trip** but discipline is my forever challenge.

# No. 2: The Specialist

How I arrived at my goals:

I realize the correlation of time spent networking and pitching equate to paid work. That's exactly how I have secured new business and have clients come to me with ideas they would pay me for in the past 6 months. I am not spending enough time on revenue-generating work though. Using my time more efficiently and wisely is critical for me to reach this goal (and surpass it).

My only "weakness" on my SWOT list is what is keeping me from making this target. I am such a creative adventurous personality type that I am not disciplined type A at all but meeting deadlines is never an issue. I want to put targets in place to gain momentum to reach this financial goal.



# No. 2: The Specialist

Adventure- Growth- Mindfulness

\$3,850 – recurring

- TCM: \$2,350 recurring = 4 clients ~ \$680

- ed: \$1,500 recurring = 2 editors recurring

\$1,650 – on-off – new publications = 3 assignments ~ \$500

- Planned my first press trip – resulted in 8 stores with more to come.
- 100% response rate from pitches (yes, no or maybe, they all responded).
- 8 new publications (6 was the goal)
- Relationships built with editors/tourism boards that have resulted in recurring work and openness to pitches
- Maybe my biggest accomplishment is realizing I can do the same amount of work for a better paying outlet than free or no paying outlets. Don't play in the little league. **Pitch and strike out in the majors but keep playing major league.**
- Numeric income goal \$5500 per month minimum income 70% coming from recurring clients
- *Travel to 3 new cities minimum (one international)*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
What's On			Conf	Long trip			trip			trip	Prep for move?	Possible move?
Benchmarks for this period?				\$2,350 recurring = 4 clients ~ \$680								
How we'll make it happen	*learning the TCM ropes	*continuing pitching TCM *pitching april	*contracts done *pre-workign		*pitching april trip *editors wants to work with rec	*editors wants to work with rec *pre-pitching july		*FU'ing editors she wants *continuing to pitch july				

# No. 3: The Transitioner

In January 2017, I began working part-time as a freelance copywriter when I was hired by a B2B carwash supplier to rewrite their website, an e-Newsletter, a monthly blog, and establish their presence on social media. I planned to supplement my career by pitching magazines and getting some travel con clients, but then I officially became a member of the "sandwich generation," taking care of my elderly parents on top of young children.

With each hospital stay that my parents made, I became more distracted from my travel writing goals, and I had trouble recovering mentally and emotionally. Pitching was the last thing on my mind or my priority list. I've started pitching travel con companies now and am doing better with time management, but I only made about \$12,500 in income from writing in 2017, which is less than half of what I'd originally intended to earn.

# No. 3: The Transitioner

Simplicity, growth, **security**

In 2018, I want:

- *a minimum of 5-6 recurring travel con gigs.*
- I'd also like to establish myself as a regular contributor to some travel trade publications.
- *I'd like to attend at least one conference to network and make connections.*
- I'd like to get on a *regular pitching schedule* to **some bigger name glossies** so that editors start to recognize my name and accept my pitches.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
What's On			Kids break	Conf	**Parents Moving***	trip	trip	Museum exhibit opening			Kids break	Kids break
Benchmarks for this period?												
How we'll make it happen	*2 days 2.5 TCM pitches = 100 pitches	*contracts done *pre-workign	*learning about trades *Loi(s)	*List of magazines – 50 5-10 *Letters 4-5		*lists of magazine section to look for ideas on the road	*lists of magazine section to look for ideas on the road		20/25 pitches  *5 pitches	20/25 pitches  *pitches		

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.

