



Dream of Travel Writing

Live Idea-to-Pitch Walkthrough Part #2: Matching Raw Ideas to Real Magazine Sections

Today, we are gonna be talking about or rather we're gonna be working through the second phase in this very special webinar series on how to work all the way from super raw ideas to pitching. So this is gonna be a very different webinar than we usually do even a bit different than the last one, which was kind of all over the place in my email and lots of different spaces where ideas are being kept. So what we're gonna do in this webinar is the focus today is on taking these raw ideas, and I have this in the slides, but I'll just pop over and show you again this set of raw ideas, I believe there were about 38 out of them that we've generated in the first webinar in this series.

So as you'll see, these are very, very piecemeal. Some of them are names of companies, some are just thematic, like this whole thing with the hedgehogs. Some are specific types of article ideas and some I've mentioned maybe a particular outlet. Some of them are just places with a particular type of article it could be. So then some again are ones that I wrote down as, okay, here's a pitch idea while I was out. I was like, "This has gotta be something. I should just figure out where to put it."

Now I know a lot of you, let me pop over to the slides. I know a lot of you have idea list like this that lurk around. Sometimes you have several of them. Sometimes you have many more than several. Sometimes you have dozens and dozens of them for different trips or just on different pages, scratch pages in your notebook or on your bullet journal. Things like this. It's really common for those of us who have ideas who are in this profession, but who are good at coming up with ideas to have these lying around. The real challenge is what comes after. A lot of people come to me and they feel like they don't know how to come up with ideas or they don't know how to find out what's for ideas, but that's really only the first step.

So the work of being a professional journalist, and particularly when I say professional, I also mean paid, but one who is getting assignments with regularity is what comes after in these next webinars in this series that we're doing. But this matching piece, we're actually gonna do over three webinars in a way, which is that today what we're covering is matching the raw ideas to real magazine sections and those qualifiers are used very specifically. So I'm going to be doing again quickly, but also on a high level possibility. We'll see if this works kind of way in terms of what the idea is and also the quality of the fit, but the importance is that I'm pegging it to an actual real magazine... Once we have that concrete frame in terms of what's possible, can we start to edit that amorphous blob of what that idea is into something realistic? Because, otherwise, if you don't have that realistic framework, you just keep spiraling. You're like a theoretical physicist or something. The possibilities are endless.

And somebody put this really well to me on one of the coaching calls yesterday. I can't remember who it was that I was speaking to it, so it could be a number of you on the call. I can't remember exactly. But this idea that somebody had a profile piece that they were working on pitching and they had an email out to the person they wanted to profile, not only



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to confirm that the person would participate in the piece, but also to get some information from that person which was necessary journalistic detail to put the pitch together.

And the person told me, "You know, I'm sitting here working on this piece and I don't know why I'm working on this because it's literally physically impossible for me to write the pitch without these pieces of information, which I simply don't have. So why am I spending time trying to write this pitch?" And this is something that happens with the detail like she was talking about. But I see it happen way more often with people in terms of not having a magazine section.

So I say this literally about any piece of written communication or even verbal communication too, but the specific words don't exist. They cannot exist. They're impossible until you know the audience. This is huge. Okay, so what we're gonna do in this webinar is that we're gonna find the name of that audience, but in the next two webinars where we're gonna refine this match, we're gonna be finding the characteristics and the needs of that audience because it's not something that we do all at once. Okay. So you're gonna see how that pans out. So today it's all about the raw idea and the real magazine section, but you notice I am not saying anything about perfect fit or polishing or sure fire match or anything like that because that's not our work today.

So the way that we're gonna go about this today is that I'm gonna give a little recap. I'm not sure how many of you who are on today have caught the first webinar in this series, but I wanna make sure to kind of lay a little bit of groundwork of what we're doing and why. And also how I recommend that you guys, especially those of you in the coaching program and Dream Buffet programs follow on at home because this is a really great opportunity to force yourself to do what I'm doing on a time pegged kind of fashion, which you don't always have even in the coaching program because we don't wanna always Czech in exactly like every single week in that same way.

And then I'm gonna talk about the process that I'm gonna use for looking for the matches because I spent too much time thinking about this whether what I wanted to spend a bunch of time telling you guys more in a lesson format about how I do the process, and what I decided is I'm gonna give you a little bit of an overview and then you'll see me do it. Because a big thing that I hear from people when they tell me an article idea or not even an article idea. Something they don't know yet is an article idea.

But maybe they tell me about a trip that they went on or situation they were in. Is that I say, "Oh, you know, you should look at that for this place and such and such place as a section on blah, blah, blah." And the question is always like, "How do you do that?/Well, I could never have so many idea matches because I don't know all the magazine sections like you."



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And the funny situation is now, I don't know all the magazines sections like Vanessa who audits the database for accuracy every month. And so even I find myself feeling like, "Wow, I don't really know where this thing can go." So I'm gonna show you the way to do it without being me because now I'm not even to me that, that people envision that I am anymore. So I'm gonna show you the way that I do it when I need to figure out ideas, when I really don't have any sections in mind.

And part of the important thing, and I've got a slide about this, I'll talk about it more then. But part of the important thing is that right now we are not using a magazine-first approach to generating ideas, which is what I really, really recommend. And I'm working with a lot of you guys on that, that we have a list of magazines we wanna target and every time you're supposed to be working on pitches, you only look at those sections of those magazines and you come up with ideas that already fit a ready audience.

What we're doing right now is an idea-first way of generating magazine pitches, which is not the most effective. I wanna make sure to say that, okay, because I am doing this as an exercise with you because I know a lot of you are working this way, and obviously, we go on trips and so this happens that you wanted to take a whole trip and turn it into a bunch of article ideas, but this is not the most effective way. So we are still going to be dialing in in a way to that magazine-first way. And the way that we do it is what I'm gonna show you today, but in brief.

The idea is that we're gonna remind ourselves what all the pitch ideas on the table are. And then we're going to go look at a bunch of magazines that may potentially be outlets for those pitch ideas. And then we are essentially working magazine-first, but with a defined set of article ideas to choose from, but with a larger set of magazines than you would usually look at.

So I know that as I explained that in words, it doesn't necessarily attract, but the idea is that even though this whole webinar series is about an idea-first, as in we have the ideas and we don't know where they're gonna match rather than we have a magazine we wanna write it for and then we figure out what to pitch them. So even though this whole thing is an exercise in idea-first pitching, you can't proceed one idea at a time through all 500 magazines in the database or even a small subset of them through 40 ideas and come up with your best shot at pitching. And the reason for that is that some ideas are easier, some ideas fit better, some ideas simply have more opportunities to be placed. And the faster you narrow in on those and ignore the other ones for the time being until you just magically, like, run into a good home for them, the better off you will be.

So not every idea, even the ones that I wrote down when I was on my trip, like this is a story idea to do something with this, these ideas that I have on this list, these 38 of them, they will start to fall away. Some of them will multiply, some of them will take different directions for



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different formats and different narrow slices in order to become different pitches for different magazines. But some of them will fall away. And that is the work that we're doing today, okay?

So we're gonna look over the idea so we remember what they are so that as we start looking at the magazines, we have that subset fresh in our mind. And then we're gonna do a sprint search and I will show you the sprint search as we go through it. So as we dive into this content that we're gonna talk about today, I told you I would just wanna take a second to talk again about what this series is and why exactly we're doing it. So I mentioned earlier as I was outlining the topics for today that I do not recommend that you pitch idea first. A lot of you guys still do and I've had a couple of interesting calls this past week with people that I've been coaching for a little bit kind of looking back on the last year or what progress they've made, you know, what they're proud of, what they feel like they're still not doing. And I find that a lot of it boils down to not having a consistent way to bubble up pitch ideas to get them out on a regular schedule in a professional type of cycle.

And one of the reasons is that if you're really strictly idea first with your pitches like we're doing right now, but you don't have some sort of structure to it, it can just take forever because you don't have that same framework of, "Oh, I have to pitch these same three magazines this week because I pitched these same three magazines every second week of the month or first week of the month, and this is the time when that editor needs a new idea for me." So without that framework, idea first can just start to wear on forever.

So the idea of this webinar series is that over the course of six webinars, I'm gonna take a trip into completed pitches in front of you, so it'll be six hours basically. So you can see exactly how to move from one point to one point to one point to get this done and what should fall away. Like I've said, some ideas aren't gonna come through along the way in order to make something be accomplished because sometimes the ideas that you're so close to that are really dear to you that you were really touched by when you're there, you don't have the emotional distance yet to see how to turn that into a story. And that's okay. It will happen eventually, but right now to be professional writer, there are pitches that need to go out the door.

So that is what we're doing with this series. And I really recommend that you follow along at home and here's how to do it. So first you wanna watch the webinar and like I said, if you haven't watched the first webinar, it's really sequential, so definitely don't try to take these piecemeal one at a time. So watch the first webinar in this series, any webinar in the series, you watch the webinar and then you try it at home with your Travel Magazine Database subscription.

So for this step that we're doing right now, like I said, the key to actually accomplishing something in this trajectory that we're on of this idea-first pitching from trying to harness



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whatever we can from one trip and turn it into some actual pitches is to try to match all the ideas with all the magazines. And that doesn't sound very sane. I get that. It does not sound like a very good idea to be trying to hold 40 different article ideas in your head while looking at 40 plus different magazines and find some fits.

But there's a reason for that because I want you to have a thin grasp on these things. I don't want you to become too attached to any of them until they've become concretely feasible. And what I mean by that is that the idea has a home, which bounds the, you know, the limits of your imagination on what you're thinking about in terms of how that sort of go, and you have made sure that that home is a very, very good one in the same sort of set of rigor that the government might do to make sure that that a child should actually be adopted by XYZ family, okay?

So those parts of the rigor of the fit check, we will be doing in the next two webinars. So here, we are only in this phase of having a very tenuous grasp of how a topic could develop into an actual article idea and matching those with again, tenuous grasps on what particular magazines or looking for. So what that means is that the idea is to stay a bit general, a bit high level. Okay. And only once we have some things that seem feasible, we dive deeper down.

So let's start looking at what that looks like. We wanna take a quick look to remind ourselves even me, right? I had to find these ideas because I couldn't find them on my computer, but I have not looked at them. I have not thought. Even yesterday before bed, I started thinking, "Oh hey, you know, Brussels Airways magazine has this road trip section this to be... No, I put a stop on it. I didn't even write it down, okay? I have not generated any ideas, any matches, even looked at any magazines or any of these ideas might fit outside of the confines on this call because I really wanna show you what can be done in exactly six hours, okay? So we, myself included, are going to take a minute to re-familiarize ourselves with the ideas that we pulled out the other day.

So I've got four slides of them. I'm just gonna kind of run over them really quickly just so that we're familiar with them. So there's this town, Český Těšín, which is set in two countries, so there can be all sorts of different things here about a destination guide of hitting two countries in two days. There's a lot of the history. For six months it was the capital of Austria, a particular hotel, maybe there's a profile there. Then there's this river that separates the Polish and Czech sides where they have this cool international film festival. Then there's a totally different place, not Český Těšín, which is this meeting point of three countries.

Maybe there can be an essay around that. Then there was this crazy villa that we went to where the tour had all this neat storytelling. But that also made me think of, because they have accommodations, perhaps a pitch on different country accommodations in the Czech Republic, like they had a watermill, a chateau. Maybe that could work as a piece for afar that



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only touches on the Czech Republic on different kinds of mills. Then the results also this place, Karlovy Vary, which has 650 years of spa tradition that was really trying to figure out about how to get North Americans have very little vacation time to take an entire month to go to the spa. So those are some day trip type ideas that I had.

Now I had a few ideas from the meetings that I had with companies at TBEX. So one of them was this place in Northern Hikes that has done some really interesting marketing stuff. They've partnered with a coffee company to develop a coffee just for their hikes that maybe could work for a business section, maybe of an airline magazine. Then they also did this thing where they work with like a national park. I believe that's in the Czech Republic and they particularly were aiming within the park to find a way to avoid some of the environmental issues that are happening with people who are going, whether they're Instagram influencers or just individual people taking photos for Instagram to kind of off the path places in these parks and taking photos. So they brought in Instagram influencers to find new scenic spots that weren't so over touristy to expose people to different parts of the park and take some of the loads off of those areas. So that's one.

And then there's also kind of different spins off of that, like should that be done or should we not be bringing more visitation of these wild places? And then also there's the chance to look into are there other places that are doing something similar. So then I went on this multiday fam trip. And from there, there are a bunch of different story ideas. There is this whole thing of the hedgehog, which some of you have seen the little hedgehog mascot that we now have.

But there's this interesting thing with this town that we visited and the hedgehog as a thing of identity and connection in that town. Then there was this whole underground culture with all these different tours. There was also this really neat Jewish quarter tour that we went to with that made me think of maybe a roundup of pre-World War II Jewish living sort of house museums and things like that in different parts of Europe.

Then there was a couple really beautiful towns that we went to that have a lot of UNESCO heritage that I was thinking of maybe for like a weekend piece or a destination guide. I was also thinking about this idea of an essay around Czech food because like we all at the beginning of the tour, we're talking about how he really liked Czech food, but then, you know, four days into it we're like, "Oh my God, give me a salad with chicken. I cannot eat one more dumpling or I will die." Then like I was saying, there's a lot of interest in UNESCO heritage here, so some of that might meet work out as a profile of an individual place. So "Renaissance Magazine" for instance, has something of castles.

Then again, I mentioned this earlier with Karlovy Vary, we have already, but there's this resort culture. We spent a day or two at this resort, St. Katerina, but they're also really modernizing the resort cultures. They've got this crazy Stonehenge thing. They're also teaming up with a spa from Kerala in South India, so there could be some different stories



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around there and the spa venue. Then some other sort of more general pitch ideas that I had from the trip are the idea that I got from another writer which was of a foreign currency curio cabinet, which she has and then she was talking about and I actually collect Christmas market mugs from all over the world. And I was thinking of this idea of like these modern day curio cabinets have different souvenirs. I know somebody else who doesn't magnets from each place they visited. And one time I tried to bring them a magnet they said no, it has to be only from somewhere we visited. So that could be a more essay type thing and I know "Travel and Leisure" has a section that might be good for that for instance.

There's this place we went to in Prague that could be a good idea for a wedding section. Then there was this idea of beer spas, like actually soaking in beer, which just seem crazy to me. Then, not my fam, but another fam trip went to a nuclear bunker hotel, which is exactly what it sounds like, a former nuclear bunker. Then some other essay ideas in here on walks not taken. That's kind of like a more esoteric thing that I could explain. Someone else talked about how the Czech Republic is the second most drinking country in the world with 12 solid liters of alcohol per month and the first, first smoking cannabis, which was one of these kind of totally unexpected things.

I'm not quite sure where we would go with that. Then there was this idea of they have some tourist guided by homeless people that I had absolutely never heard it before, but might be happening in other parts of the world. And then also I'm not quite sure what I meant by this some story and being bowled over by all the 13th-century things, so that might be more of a tonality or a focus for a future article.

So are the ideas that we have at hand. So we've got about 25, 30 minutes now that I'm going to change a screen over and I'm gonna try to show you my whole screen so I can be writing down ideas while we're looking at the magazine database. But if that seems too crazy, that might just show you the magazine database, screen hands, and then I will write notes in a different page. So let's give it a try.

So this new notes file is gonna be specifically for matching ideas with sections, okay? It probably looks really small to you, but it's hard for me to...well, I'll just make this a little bit bigger. Okay, great.

So down here we've got the notes on the different ideas that we talked about before and I also made some notes last time about some different things that we were gonna go into. So I've already opened for us a couple different categories in the Travel Magazine Database for us to start with.

So the first one that I opened is airline magazines, I've also opened history. I haven't open architecture yet, so I'm gonna just quickly find the architecture tag for us as well. Actually, I'll find the architecture category. Let's do that. But if you're not familiar in the Travel



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Magazine Database, if you scroll all the way to the bottom of the page, you can get all of the different categories. And so that's how I've opened up the ones that we have here, but you can get adventure, architecture, art and design, you can get different areas, but then at a certain point the page loads to catch up with you.

So basically the Travel Magazine Database is set on an infinite load so that as you keep scrolling down, it'll keep serving you more magazines. So somebody told me the other day that they discovered a bunch of magazines they've never known before because the load was too slow for them or something like that. So if you feel like you have gone to a section where you should be seeing more magazines, it might just be that you need to wait for the infinite load to come in.

So right now as you can see I'm in airline magazines. You're probably seeing a lot of familiar faces here from "Voyeur," which is from Virgin Atlantic and "High Life" which is British Airways. And I'm just going through, like I said, we wanna match all the ideas to all the magazines. And I'm just opening up the airlines that I think maybe would work for Czech Republic story. So there's ones that I'm skipping, particularly international ones. There's some one's within Europe that I'm skipping like "Celebrated Living." This is American Airlines. I would skip the main American Airlines magazine, but I'm opening the "Celebrated Living" just for the luxury element, okay? Now "N by Norwegian" is another European one, "Blue Wings," this is for Finnair. So you'll see that I'm opening pretty much all of the airline magazines for the main European carriers. And Delta "Sky" I'm opening in united hemispheres just to see. I'm not really sure if there's gonna be anything for us there, but I'm opening these, again, I'm having you watch me open them just so you can see what choices I make and which ones I skip.

I'm gonna open at Etihad because I know they have a big luxury focus and there might be an opportunity for our spa thing there, but I'm gonna skip this Indian publication because I don't see them as a mature, same for this Vietnam one as those as markets where they're mature enough and how much travel they do that they would be going into the Czech Republic.

So I'm basically kind of looking at these and thinking about does this airline fly there or would the audience of who's reading Thai Airways be an audience that would come to the Czech Republic because I'm opening Air France, but I'm not, I'm not super sure, but. So I'm for sure gonna skip this Hawaii oriented one. "Wingspan is Japan, so I'm going to skip that and as you'll see now we're getting into the infinite load, which gets a bit slow. So this is Malaysia. I'm gonna skip that one as well. WestJet, I don't know. I feel like maybe we can seek them for some Canadians going into the Czech Republic. Lufthansa, I'm gonna open for sure. And you'll see that with the stories that we're working on right now that these airline magazines are gonna start to give us a lot of traction.



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So one of the reasons that I really recommend starting with airline magazines when you are figuring out what to begin to think about pitching is that it can be really time consuming to take a purely topical approach not just in the database, but in life. Like let's say you want to look at all the food magazines, you're not just looking at each magazine to see if it's a fit, you also have to figure out what geographic area they cover.

But with the airline magazines, it's really fast to figure out what that geographic area is. So I'd like to start with this because it's a way to get traction that is feeling like you're getting some matches going and work is actually being done quickly as opposed to if I were to go into history or something else like that. I not only have to see if the magazine fit, but I also have to think about does the geographic area in which the readers might be traveling for this magazine also fit in with the place that I'm pitching. And that's really not gonna be so often the case, okay?

So that's why I like to start with the airline magazines because the geography is so clear and that, as you'll see in the next couple of webinars in this series, is gonna be one of the things that's a big sticking point or really big sticking point for editors, okay? Is are you pitching them an article idea that they just could never cover? It simply just like no way shape or form. It just wouldn't make sense for them to cover the type of geographic area that you're pitching. Okay, so I've gotten to the bottom of airline magazine, so I'm gonna close that now and I'm gonna go in here and start digging in so that we can start thinking about where some of these ideas would go, okay?

So this is Wizz. Wizz is essentially European airline. As you can see on here, the magazine itself is London-based. So let's see what sections are available to freelancers. Okay, tribes. Tribes cover an interesting group of people such as 14 club or trend with a loyal following. I don't know that we have something about this, but I'm just gonna put this over here because I just wonder. I have this hedgehog thing, right, that I was talking about. I just wonder if maybe that city where I'm really interested in this whole hedgehog idea, I wonder if we could maybe work for that, okay?

Now "The Innovator," a person or business who's doing something new, unusual or innovative. Now, do you remember I talked about that company that was doing the thing with having...they're hiking tour company, but they worked with a coffee company to create a coffee like just for their tour? I feel like that could be a cool thing here, so I'm gonna put Northern Hike because that was the name of the thing. Coffee tour and then also they did the thing with the Instagrammers, right? So "Voices" is a roundup of quotes from locals on what to see, do, eat in their city and the cities that they mentioned here. Okay. They've got Munich, Moscow and Varna, Bulgaria, so it seems like a mix of large and like not so well known cities, so like maybe this would work with some of the places in the Czech Republic.



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However, I feel like I'm not so sure about this because Prague is like super over touristed, and then this other city that we went to Ostrava that was a bigger city is just people don't super think it has a lot going on. It doesn't really have a lot going on and everything else was really small. But I'm just gonna put this in here for the note because there were some people who run this blog called I believe, Honest Prague, something like that who did the closing keynote at TBEX who could be a really cool source at least to get started with this "Voices" thing.

"The Interview" takes the form of celebrity profile. I didn't really run into any interesting celebrities on this trip, so I don't think that's gonna be the case. For features that cover trends, food, people, things to do in destinations in the airlines network. So in the past, they've done "Cool Britannia," about ice sculpting in London, "Welcome to the World...the Land of Willy Wonka Brewing," about Reykjavik, and "Gourmet To Go," profiling chefs in Tel Aviv. So I'm trying to think if I have any features that could be cool for this. So to be honest, this cannabis thing in the Czech Republic actually was really interesting. Now the question of whether that cannabis is always an interesting line of like what magazines are okay covering that and what aren't. So that could maybe me work here, but I'm not 100% sure.

So what would we do I have any other feature ideas that might be interesting for this magazine? Let's see. This whole thing about beers and beers spas, could I tie that in? You know, I think that could kind of work. Well, they did this brewing thing in Reykjavik kinda recently, so they might not be too keen on beer. So that would be something to figure out, but I feel like this whole idea of like the beer culture, I'm gonna write it down. Beer culture taking kind of interesting directions in Prague could be one to play with. So like interesting iterations. I know that has gotten small. I apologize of beer culture in Prague. So beer spas, and then we need to kind of know like what else? Like what other... Is there enough for that to make sense? Let's see if there's some other ones who've got going on here.

Now would this be a place that we could maybe do something on this modernization of spa culture? Could be, could be. I think that could maybe have some legs because that like I can incorporate this Karlovy Vary place as well as St. Katerina Resort that I had gone to. Let's see, what about this underground tunnel thing? The underground tunnel culture could maybe work here as well. Okay. So I've got three potential pitch ideas for this one feature section. Now, one thing that I always love to remind people is once you've got a solid feature pitch that can usually go to a lot of different places, and let me bump up this text for you guys. So a feature pitch is a feature pitch is a feature pitch.

So what's happening here is that I'm putting in the future pitches that I think could go with this particular magazine. But as we get to the point where I'm writing these up, they might be things that I can then spin off to a lot of other airline magazines. So I might even as we go along, as I'm dumping in the feature sections of other airline magazines, I might also just cut and paste some of these articles there as well. Okay.



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So "Voyeur, this is for Virgin Australia. Now, I wasn't so sure, I opened this because I wasn't so sure if they cover only places in Australia or further afield. So they do have this hotel section which is around up. So I'm gonna put this hotel, the St. Katerina resort place that we went to in here because as I mentioned, they have this really interesting thing where they're partnering with this spa from Karela to bring together both the Indian spa culture and the Czech Republic spa culture. So food is a roundup of dishes, restaurants.

The only food idea I have here really is an essay because that's not gonna work. How different destinations in Australia that they fly to probably not. Locals guide a city around the world. They've got Dublin. That's something in Texas, Austin. So I'm not super sure if this is something where it has to be in their network and the most likely thing here is Prague. So I'm gonna try putting this up here as like another thing that might make sense with those honest Prague guys that I was talking about because I think Prague is probably the only place that would make sense for that to be, okay?

So travel, seven feature articles, they can be all over, but they need to be Virgin Atlantic's route. I'm not so sure about that. "Navigate" is gonna be a trend in food, travel or business. I'm not, I'm not so sure that I have something for this. But just as an exercise, I'm gonna put down here, I'm gonna move this so that all the ones we have at the bottom. So I'm gonna put down here that I think that this might work as this idea of like interesting ways that either business and/or the environment like national parks and companies that work in them maybe are adapting the Instagrammers because I was just reading some interesting pieces with this as well. I might finished writing this down and then we'll move on or drafting. Okay.

So now we've cruised through two magazines. All right. So "High Life." This is British Airways. Now this is, I believe, British Airways main cabin publication. I also opened their business cabin publication and we'll look at that as well. Okay. So "My London," absolutely out, "Connection," Q&As, profiles, third person pieces about a destination person or humorous topic. Do we have any humorous topics? I mean, okay, they've got this humor piece. Okay, this seems like a weird one, but I feel like that Q&A or profile.

So I was trying to think of this thing about getting like getting sick of the food that you think you like on vacation could fit in here, but I still think it's a bit too essay-oriented. All right, so then the next question is do we think that this spa resort can go in this hotels piece? I think so. So we're gonna add this to...see now we've basically got a section going on hotel pitches.

You see how these things start to kind of fall into categories. So I've got this hotel pitch section where we're also going to be trying to pitch this St. Katerina Resort. Okay. Now we've got six features and features and destination, third person. They take things like, okay, this is the profile of an actress. Would you go on a holiday with a stranger? Which is a growing thing about apps? Caledonia dreaming about the writer's experience in a Scottish



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countryside, ahead of a new museum opening. I don't know if I have a feature that quite seems to fit in with the type of things they're looking for, so I'm gonna pass on that for now.

So "b.inspired" was one that I mentioned that I already had the beginnings of a match of an idea for this, and I wanna make sure that they're still doing this section. It seems like they might not be. They used to have a road trip section that I thought this would work for. So let's look what they have in here. Smart Belgian is out, Altitude is out. Barrio is on different cities around Europe. Interesting things to do in that city. So I don't know. I'm on the fence about this. I feel like we could maybe do the place where the TBEX conference was held for this barrio thing. So I'm gonna drop that in here and see if Ostrava worked for that because I have a feeling, I'm gonna write here. We need to check if it's only destinations that VA flies to directly because of Ostrava does have an airport, but I had kind of a pain in the front time figuring out what airline I could take from London to get there. So one of the things I'm gonna do as well is double Czech which airlines fly into those Ostrava for and I'll do that. I'm making a note up here because it's something that I'll do in that checking in type thing that we're gonna be doing in the next couple of airlines. Okay.

"Insider" profiles, an interesting local from one of the airlines and networks. So this again, I'm going to drop in that section. Basically, we have again growing here we had hotel pitches but now we have basically a growing as told to/profile hitch on the Honest Prague people. We've got a bunch of different articles that are going on in there, so I'm gonna drop this in here as well. Okay, great. What else? "Off the Beaten Track," that was a lot of my tour, right?

A destination that's a one to three hour drive from major city. Okay, so this is where I was thinking about, this was this road trip piece. Okay. So this is one that I think for sure would be great with all of those tiny little cities that I went to. Like this down here you'll see Telč and Třebíč that had just amazing sort of UNESCO type things going on, but that you really have to go to by car and they're not super close. And there's all other kinds of interesting things to do around there, but it has to be done more as a road trip piece.

Okay. "The Big City Guide," this was not a trip where I had a lot of city stuff, so you know, apart from Prague, which I really didn't spend a lot of time in that is not gonna work here. So four features in the "Stories Department." So these kinds of things are 10 winter activities in Toronto, "How to Take Travel Photography Using an iPhone," profile of a beekeeper in Copenhagen, a Writers Trip to Rwanda. I'm trying to think what magazine are we looking at here at, "b.inspired." I don't know. I'm not sure if any of these feature pitch ideas that I have are super measuring up to their idea of what do they call it, the stories. They do want, some sort of how to do oriented things. And so I was wondering about this curio cabinet. I don't know actually, you know, that's maybe an idea. Okay, I'm gonna put this in here. It's a weird pitch, but... we'll then say this, the story is, and what I'm really drafting off of here is this servicey element of How to Take Top Travel iPhone in terms of like How to Have Collection Driven-Travel or something. And that's how I'm going to pull this curio cabinet into it and



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I'm not really sure if it'll work, but it's a concept so we can look at this. So this is this curio cabinet idea, so we'll... So that's like a super.

I'm not sure if that'll fit, but it's an idea. So that's gone. Okay. So "En Routes," this is Air Canada. So for this I'm like, I'm not really too sure how much stuff we can get with Air Canada, but they have some nice section so I figured I'd try. Okay. So we've got a celebrity one. Nope. Profile or frequent flyer. Oh my gosh, I actually have a great one of the US from this trip. So I'm gonna pull this over and I just hope it's not problematic because this person is a flight attendant for a different airline.

So somebody that I actually traveled with the press trip is a blogger and I guess I could sort of focus on how she's a blogger. But she's a blogger and a flight attendant and just a really awesome frequent traveler who has really cool tips on shopping in different places and things like that. So she might work for that. Okay. Insider's Guide is a profile of the Canadian who is now based abroad. You know, I would, it would seem like I must've met some of these but I don't know who they are at the top of my head. So this is one of those things that you really wanna have like on your pocket magazine Cheat Sheet so that you actually remember when you run into random Canadians abroad unlike my case where I completely don't remember. So we don't have anything for that features. I'm gonna say that probably nothing that I did on this trip is going to be a good feature here.

So I'm gonna put Air Canada "En Route" to bed for now and I just realized that I did a horrible thing in my haste here, which is that I have not been writing the names of the magazines with these match to, which is gonna come back and bite me in the butt later on. So this is just something that I'm letting you guys know. I'm not cheating, but I'm gonna have to go back through and write the names for these magazines and afterwards or it's gonna be really disastrous to do the next webinar. So I highly recommend you do at least what I did here, where you put the name of the magazine and not only the text of the section though you can take like a few words of this and chuck it in the search on the Travel Magazine Database and find it later, but it's just a little more painful.

Okay, so "easyJet Traveler." Let's see here. We've got citizens advice, a profile of someone interesting in a destination, right? Where does this go? This goes in our Honest Prague keynote or profile section. So you'll see these as told to or I have a webinar on them called "Celebrity Favorites." These celebrity favorites pieces come off a lot and if you find a person you can really turn off a bunch of these. Okay, on the map, interesting things to do around the theme in worldwide destinations. So that makes me wonder, is it one destination or multiple destinations? "The Best Festivals are Far Flung." Okay. Five around the world. "Some Runs are Actually Fun." God, that's a horrible name. Five interesting races around the world.

Okay, so this is a roundup thing and I feel so sure that we had one of these. It was though about different places to stay, like in different mills that I was thinking of maybe as an idea



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for an afar. So I'm not actually sure if that works here unfortunately. But this homeless tours, I feel like that could maybe work here. You know which magazine is this easyJet homeless tours that could. It could work. Okay. So that, that could be a really interesting take on what they're looking for here are. So we're gonna write easyJet so we don't forget what magazine that's for. So easyJet on the map and we're gonna do Homeless Tours. We saw them in a Ostrava, someone else mentioned taking them in Prague and we need to look up where else in the world they're happening.

And totally unrelated, but that just reminded me that there's this museum hack tour or something like that that I took in New York, which is like this after-hours museum tour of the Met. And so that might be something like that that we can find to do another places. Now, I feel like there was something else that I had in the notes of pre-World War II living in various parts of the world. I'm not sure that's quite interesting enough for this section, so we'll skip. Okay. Q&A for a Celebrity that's out, area guy, he street neighborhood or district in a city served by easyJet.

I'm gonna pull this over with the super caveat that I'm not sure if any of these smaller cities that I went through are served by easyJet, so I'm just gonna put here, where is served by you easyjet? because if one of those smaller cities like culture week that I went to that has a lot of UNESCO sites, I did get a lot of information on those, but I just don't know how that would work from the flights. Okay. Take my advice, a first person essay. That's something humorous that happened on the writer's travels, often was something going wrong. God, we must all have so many of this right? Do I not have something that went wrong on this trip? I feel like I don't. This was actually like a really great press trip. I feel bad letting the section goes. I hope all of you who have had some humorously bad happen on your travels. Pick this up.

Okay. So cover destinations or sorry, features are covering destinations shared my easyJet. Okay. The other city of light about Pula, Croatia, a pilgrimage in Spain, but a different one. Okay. So these are cool, like off the beaten path things. So I'd love to get something in here. And I think that's gonna be this being bowled over by all the 13th-century things that renter beach. But this is one of those things where we're gonna have to see, does easyJet actually serve some of these areas? I'm gonna write that in here with this caveat in our feature section.

Okay. Check in here, a hotel. Okay, so that's gonna be a for sure yes for our St. Katerina hotels. I'm gonna put that up here in our hotel pitches section. Get a room around it for hotels by four different contributors. I don't know if that would be quite so much as a fit for this because they seem like they're very specifically in cities. Covers a restaurant, the atmosphere, the decor. Okay. I think this could be a cool option for this place that I went to in Prague where I mentioned it as the place that could be for wedding piece, but they had these really amazing cakes. And I don't know if I have the name of it. Here it is, Style and Interior.



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All right. Step up to the plate. This is covering three restaurants. Nope. Okay. Pack it in. Suggestions of things to pack for a particular trip. The best buys for a Balkan adventure. Amalfi coast, St. Tropez. I don't know, could we make that work? Could we do a trend, a Czech Republic thing there? I feel like we could try. I'm not exactly sure what would go into it or what the angle would be, but let's give it a shot.

I'm just gonna put like big question marks here. All right. The big idea, an interesting or innovative product or company. So I don't think that Northern Hikes and I'm kind of using for this would work quite here. Okay, the knowledge. 25 short articles way different contributors, often roundup suggesting places to eat, drink or see and cities in the network. Yeah. These are a little too roundup I think for what we're talking about. So I'm going to have to let those go. Okay. So I just wanted to take a second. It's gonna make that crazy looking thing for you guys for just one second. So I apologize in advance. I just wanna see how we're doing on time.

Okay. I'm gonna take five more minutes on the finding ideas and then we'll be done and those are all the ideas that we have available to use for the whole rest of this workshop. And you'll see that I'm still in the middle of airline magazines and we've still got a bunch of airline magazines. I haven't even started going into the history of magazines that I've pulled up. But I've already got 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20 sections pulled out to pitch, guys. Okay. So we have no dearth of sections available, but I'm gonna take five more minutes and see what else we can find.

Okay. So we've got. This is "Celebrating Living." This is like the higher end for American Airlines and they are sometimes first person. I'm really looking at this for the hotels, so they've got Tuscany, which is not exactly next to an airline. So I'm gonna throw this into our hotel section, which is really like the whole reason that I opened up this magazine in the first place. So here's our hotel pitches. Okay, great. So they're in the hotel pitches, the city and favorite things in their hometown. Again, here we go. That goes for an Honest Prague folks.

So you see how like as I've started looking at the magazine section, so there's a couple ideas that have stood out as having a lot of options and some that haven't even come up yet, right? Okay. So celebrated voices as a celebrity, nope. Covering travel destinations. Okay. What would we do for these features? Fashion Designer, a Denver's cultural Renaissance, Bahamas. No, we don't fit those destinations. Okay. "N by Norwegian" I have high hopes for you, but let's see. The experience. One, experience or activity worldwide. It could be a tour class or element of a writer's trip. Ski like a royal on a budget, Husky sledding, Chroma yoga. I feel like we must have something. There's this beer spas, but I didn't actually do it so I can't write it as a first person thing. We didn't really have too much experience. You will staff on this trip, so I'm really just not sure. So I think that's gonna, unfortunately, have to take a pass.



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The neighborhood covering a different neighborhood in the city worldwide. Munching doing browsing, I'm not really sure I have a good neighborhood idea. Okay. The big idea covers quirky or unusual projects. I'm gonna throw this over with that those ideas that we had for those Northern Hike people like they're interesting product and see if that could maybe work for this big idea section. All right. One feature in the name of city by Norwegian. Now, what cities have they covered before? Lanzarote, Austin and Chicago. Like they're kind of off the beaten path but I don't know. I think they still have to be big. So I think that that won't work.

Okay. But what about the uncategorized features? We've got destinations, trends, interesting people, the growing food scene in Providence, Rhode Island, the Hyman Archive in London, Narvik, a little-known see ski destination in Norway. Do we have any feature pitches that could maybe work for this, something that would be kind of trend-oriented? I'm not sure. I feel like this could maybe go with this modernization of Czech spot culture idea. So I'm gonna throw this in here. I'm pretty sure we have some notes on that. Okay, great. Okay. We're done with "N by Norwegian. "

"Blue Wings," so this is Finnair, okay. So also like not too far. Wise craft a creative business and its own. Gosh, you know, I wish I could say that I met some of these and like I usually do a lot of this kind of stuff on press trips, but I don't really have too many ideas on this one aspect of the city in detail in 300 words. So delicious, so old chocolate factory in Los Palmas, peking duck dishes in Nanjing. Oh Man. Okay. This is the beer spas, right? Like, that's pretty clearly gonna be the beer spas in Prague. And then I didn't go to these but I can do some reporting on these and pull that up. So there's gonna be beer spas in Prague. And this magazine is what's this magazine is gonna be "Blue Wings" Finnair and now I've lost our poor thing. All right, let's try to get this back. There we go. Okay. So, let's see. Did I put it in here yet? No. Okay. This is "Blue Wings" and beer spas because it looks. Yeah, it's written third person quotes from those involved, so don't even have been there. Great.

Inside Track, around up with six recommendations in the same country or region. Oh, this is cool. Okay. So this we can do to take in that modernized spa perspective. No, we are on "Blue Wings." Field trip trends and travel and destinations, Arctic rising popularity of trips. Traditional, eco-friendly Nanjing. I feel like this could also work on the modernizing spa things to be honest. So that would mean that as I would work up this pitch for this magazine, I could tell them, I can see it in either thing. But it might also mean that as I'm starting to look into this section, I see that one is more clearly a fit than the other.

Creative Corner, people in the same industry or related topics such as a business in the same neighborhood. I don't think we really have anything for that. A roundup covering things to do or seeing a destination. You've got Northern England, near Helsinki, near Helsinki, icy waters of Finland. I don't know. I'm wondering if this could also be for that spa idea. I think as we look at these, we're going to see which one that's gonna have to be. Investigation covers one aspect of lifestyle or travel often discussing a rising trend problem or interesting cultural



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story. Okay, cool. So this one I see for sure being this whole how Instagrammers are changing destinations. Okay, great. So we're gonna say bye, bye to "Blue Wings."

And then since we're short on time, I'm gonna get rid of a couple of these and the highlight on a few. Okay. So let's set a "Cara." This is the Aer Lingus magazine. And I was hoping that this would have some fits, but some of their sections are really specific that they have to cover places that they fly to. I know this 5 best in 48 hours and have that problem. So I wonder what this business and life. So this is kind of a guide to a city, so I'm not too sure if that would work. Recommendations around a theme. They've got food markets, mountain resorts, barbecue. I wonder if we could do like experiential tours here and incorporate the homeless tours, but I'm not entirely sure. And then they've got features which I think is also...they do have something in what to do in Ojai, California and they certainly don't fly there. So their four destination-based features and one roundup of interesting people in Ireland around a theme, I don't know, you know, I think we could try to pitch them this Telč, Třebíč area that I was talking about and see if it flies just by, like, not spending too much time on it and reusing a pitch that we're gonna pitch to somewhere else.

Okay. So let's look at Air France. I don't have super high hopes for them, but let's just have a gander. Okay. Hotspots, they cover hotels and spas. Okay. I'm just gonna throw this into our hotel section even though I'm not super sure about it. Culture, it's more about art, different things like that. Okay. Lifestyle, elegant getaways, fashion history, what to do in Berlin during Mercedes Benz fashion week, French Riviera. You don't know if any of the stuff we have is quite cool enough for that.

Okay. WestJet, they're pretty adventurous travelers. Let's see what they've got going on. Behind the scenes profile and interesting person sometimes have linked to Canada. I'm gonna throw this in our Honest Prague section again. Seat stays is three accommodations on a theme, but let's see. Can they all be in the same place? I don't know, but let's... Oh, they're usually written by three different contributors. Okay. I'm gonna put this in here as a thought for WestJet as a thought for something that we can maybe do with the watermills piece and we'll see. Okay, this has to be WestJet network. This is just an in destination, how to get to the destination with WestJet, WestJet destinations. I think the rest of these are all maybe WestJet destinations except for this feature one. Let me just check. Yeah. Okay. So what about the features? Is there anything we can do here? They seem to focus a lot, I think, like on North America, so I think I'm going to take a pass on that.

Okay. Let's just look quickly at. I've got a couple that I want to look at really quickly. Okay. So "Scandinavian Traveler," the only thing they've got open right now is shortcuts, which are a bunch of front of book things and their feature well, which includes some profiles deeper dive on a boom town. Sometimes showcasing a Scandinavian region, probably not the best fit, so I'll skip. Okay. Let's have a look at. Swiss, Swiss has got a feature city, city's culture, art. Okay. This is one where I want to look at and see if we can do they fly to some of these



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smaller towns like to a beach. On a plate, I don't know again if we have particular dish-oriented ones, but this short trip. No, that seems to be two major cities. That's a no. Living abroad, no, that also wouldn't work. Okay. They're done.

Two last European ones. "Wings" is Euro Wings. Okay. They've got the question of the month. This actually could work for that curio cabinet thing. "Wings," question of the month, curio cabinets, "Why Do We Collect Particular Types of Souvenirs for Everywhere We Go?" "What's Trending From a Business Angle?" I think this could also work for this idea of how businesses are dealing with Instagram. Okay. One more European airline that I wanted us to look at. Lucasville. Let's have a quick look here. Okay. Interview with celebrity. Nope. Features split between travel and aviation? Uh, Bangkok. Athens in before an art exhibit. I don't know. I don't know if I love any of this for the features that we have.

Let's just check, oh, KLM. Let's have quick look at them. Business lunch. Don't off the top of their field. Bollywood, Singapore and. No, they're all over the place of their features. Anything to do with wow. And then we'll cut it off. Okay. They've got features, they cover kind of odd things. What's an odd thing that we've got that could do a feature on? What odd features do we have going on? Let's see. We've got this curio cabinet thing. What they tend to be a little more destination oriented. So I wonder if we could do the shorter feeder here says, wow, we could do the shorter feature on the beer your spag, etc and Prague.

Okay guys, let's see where we are now. We've got 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39. We've got 39 sections that we've pulled. I'm gonna make this... I'm gonna zoom us all in on this one screen quickly. So pardon me for this mirror effect for a second. Okay. So we've pulled these 39 sections. So I just want us to think quickly about what are the next steps here. So step one is that I obviously have to fix my idiotic error of not writing the name of the magazine all the time, to add the magazine names. There's an important reason for this I'm gonna go into in a second. But step two is also that I wanna batch the ideas that we started to see multiples of that aren't already batched. So that are the same ideas for multiple magazine because then we're essentially writing one pitch, but in a few different versions and that can make things a lot easier. It can also show us what to focus on as we start moving into writing pitches, but also as we start moving into familiarizing magazines.

And then the second thing that we need to make sure to do is to also have a list of which magazines we have multiple pitches for because we're not gonna be pitching one magazine multiple ideas at the same time, right? We wanna be sending only one magazine to each editor or sorry, one pitch idea to each editor in one time spot. Okay. So we also are gonna have to choose which idea is the best, the most apparent fit each magazine that we're looking at, okay?



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But you'll see here that I had all of these ideas. Well, I guess you can't see on the screen anymore, so let me flip over there. You'll see that we started out with. There it is. We started out with all this stuff like I actually didn't end up with any ideas for this Český Těšín and I wonder, you know, this is probably something to look at. Are there airlines that fly there because I didn't even think about that because we drove? We just assumed that there weren't, but if there are, that could work for some city sections, okay? So likewise. I would really love to do thing on this film festival, but I didn't quite see anything that would be a fit. Okay.

Now a lot of these other ones like these neat tours to this villa, these were things that can become elements of some of these stories that we saw that we might pitch. I ended up finding a lot of ideas about these Northern Hikes companies. But a lot of these things like this, like the particular type of feature I need to do on this Jewish heritage, the magazines that I was looking at, I just didn't get the sense that it would be the right fit for those places and that's why we didn't zoom in on those. But the Třebíč and Telč, these two really interesting places along UNESCO sites. I see some potential for them, but it's gonna depend a lot on what works with the individual magazines that we have queued up. Same thing for the St. Katerina Resort. There might be some magazines without really only cover hotels like in certain kind of major destinations or that have something like exactly super new or that are close to an airport or something like that.

And then there's some things that could be cool essays like this curio cabinet thing like I was saying. It's probably a good fit for "Travel and Leisure," which I'm just gonna write it down here for later. Name of that section I'm thinking of is called Beyond, that I just didn't even have a chance in this hour to open up the magazines that did that. Beer spas we saw a lot for. This nuclear bunker hotel, you know, maybe that could go with some of those magazines for hotels. But I'm not sure because they seem to be a lot more from a luxury standpoint and one of the notes I had on there is that you have to share rooms. So some of these things like cannabis, cool ideas but hard to place, right?

So these are just some of the insights that I have is now having taken a first pass of the magazines, looking back at the articles that we actually match and I'll flip back over to that one now that we look back like what are the ones that we did match and what are the ones that we didn't match and why. It's really useful to take this moment and pause and do that before you go too much further.

But also like I said in this series, the whole idea is to do these things in a confined amount of time. I absolutely could, and I see this with so many of you, keep looking through the database after this, but I've got 39 sections. I don't need to keep looking to get things that could work for the five or seven pitches that we're gonna write together in this series. I've got plenty for that, okay? So you need to put a limit on yourself at some point of when you take what you have and say, "Okay, I gotta start moving some of this stuff through the pipeline."



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So next week as we're identifying Glove Fit Ideas, that's where, well I'm gonna do this magazine name adding without you guys in between because that's my bad. But that's where we're gonna start with these steps. Okay. We're gonna start with looking at them from this level and then we're gonna dive into looking at the magazines. So I'm gonna download the magazines for you guys in advance just so that we don't have to waste time on that. So I'm gonna download full issues in the magazines and we're going to look at these sections to really see what they're actually looking like to see which of his ideas actually work out with what the magazine really covers as opposed to just sound like they could potentially be a fit. And then from there, this 39 is gonna be a much smaller number of ones that are actually worth moving to the next stage. So that's what we're gonna do next week.

And then the following week, once we have that smaller number that seem like they're worth moving to the next stage, then we're gonna really check, does this thing actually exist? Is it closing? Have they covered this place recently? Do they really absolutely cover destinations that are more than you know, 20 miles from a major city? That's where we're gonna make absolutely sure that the ideas that we're gonna put forward to pitch are worth pitching in the first place. As we're doing that, we're gonna uncover great information that's gonna make great why sentences as we start to put together the bones of the pitch and then fill in the details and hit send.

I look forward to moving these ideas forward with you next week. As you can see, I've only scratched the surface of what magazines we could even look at to how to place these ideas. And I've got 40 sections to work with and a bunch of ideas that look like I should definitely write up those pitches because there's a bunch of magazines I could work for.

So I hope you guys have taken away some things whether those lessons that I just highlighted or something else about the way you're approaching your pitch process on today's call. And I hope that you emulate a little bit of what I'm doing at home and come back with some questions for next week or some successes. So tell us how you were able to do something so much faster or differently, or you finally got some traction on some trip that you were having trouble coming up with idea placements for. So I will chat with you guys more next week.