



*Dream of
Travel Writing*

Live Idea-to-Pitch Walkthrough #4: Ruthlessly Auditing Idea Fit

by Gabi Logan, founder of Dream of Travel Writing

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

1. What we're doing and how to follow along at home
2. Where we are with our ideas now
3. What fit checks we've done and what is left
4. Attacking the matches!





Before we get this train moving...

What is going on in this very unusual series?

Pitching should not and
cannot
take you that long if you are
going to succeed as a
freelance writer

How to Follow Along at Home

1. Watch me do a piece of the pitching puzzle.
2. Try it yourself at home with your (included) subscription to the Travel Magazine Database while the process is still fresh in your mind.
3. Dig into our [past webinars](#) and 500+-question-and-answer-strong [On-Demand Coaching Concierge](#) (exclusive to Dream Buffet and coaching program members) for help with anything you're stuck on.
4. Come back the next week to let us know how it's going and share your successes.
5. Use our monthly Ask Me Anything call to get specific guidance live on wherever you're stuck.

Where are we at now with
“our” ideas?

What we did last call:

- Checked whether the airline magazines' airlines service the area we are looking at (particularly an issue in this geographic area)
- Looked on the page at the magazines we're considering to see if the idea might actually work in that section given what they're publishing

What's next:

- Check remaining ideas/magazines we didn't get to
- Do a deeper dive on the 9-step fit-check process
- Make notes on the sections and how to translate our ideas in the upcoming pitch webinars



Do I have a topic rather than an article idea? Is it encyclopedic or is there a story to tell with a point at the end?

Does this idea have an attention grabbing hook that makes people want to know more...even if they're not already interested in the topic.

Double check: Is this idea interesting to someone besides me? (The "tell a friend" test")

Have I done research to make sure this idea is 100% valid? No businesses closing or going up for renovation?

Is this idea too topically or regionally specific for the size of the magazine? Should it be a basket of kittens?

Is there something timely about this idea? If not, dig something up. Openings, anniversaries, major upcoming events.

Does this idea exactly fit one section of the magazine? Have I explained how in my pitch?

Am I shoehorning the idea into the section? How can I make it a perfect fit?

Congrats!
Now you have an idea that can't fail to sell.

Let's talk fit!

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.

