



*Dream of
Travel Writing*

Live Idea-to-Pitch Walkthrough #5: Creating the Bones of the Pitch

by Gabi Logan, founder of Dream of Travel Writing



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

1. Totally, the isht hits the fan: the purpose of this series starts to come into shape

2. What are the bones of the pitch?

3. Why we start with the easier bits: P2s and 3s

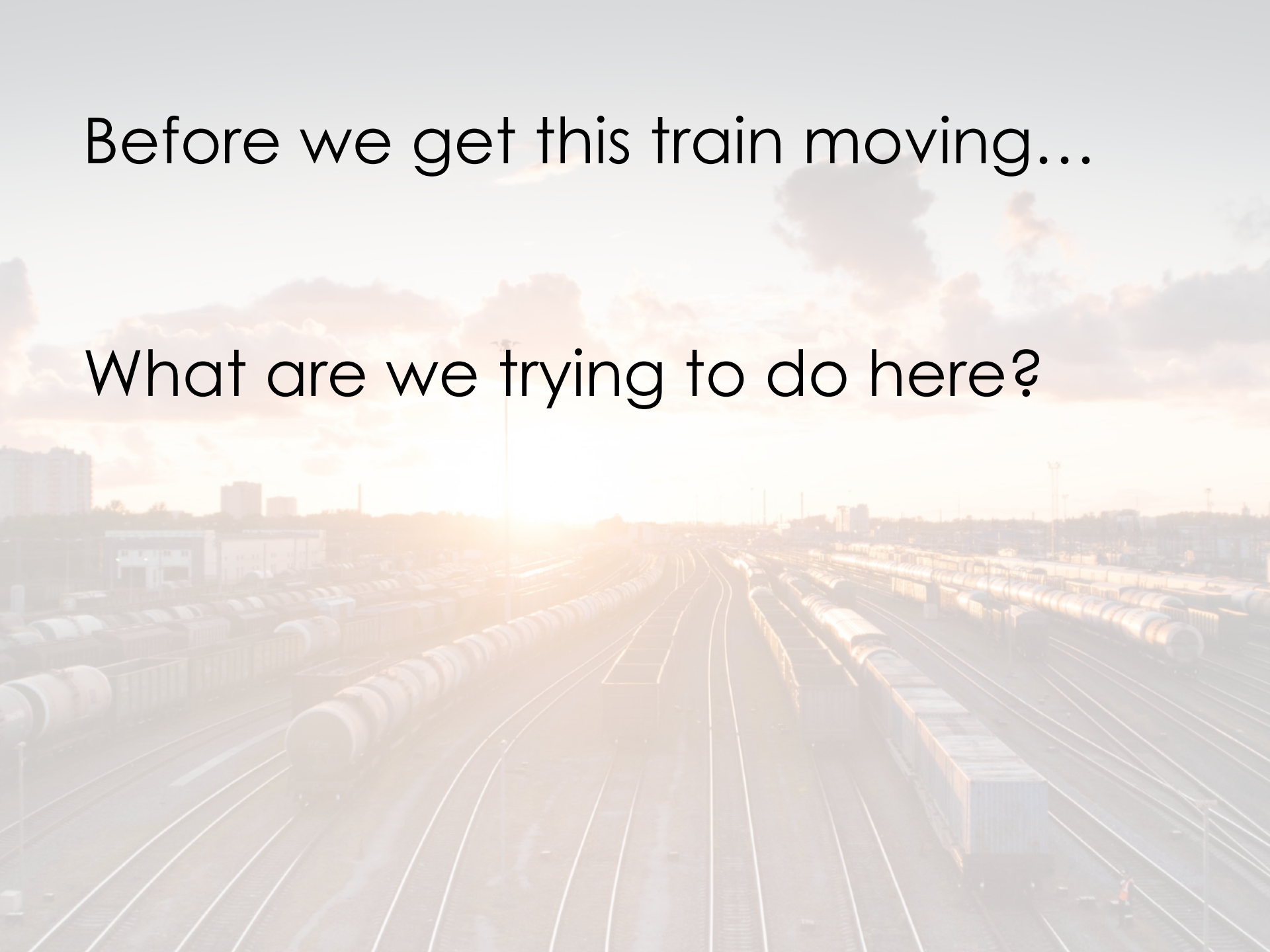
4. What ideas are we going to work up pitches for?

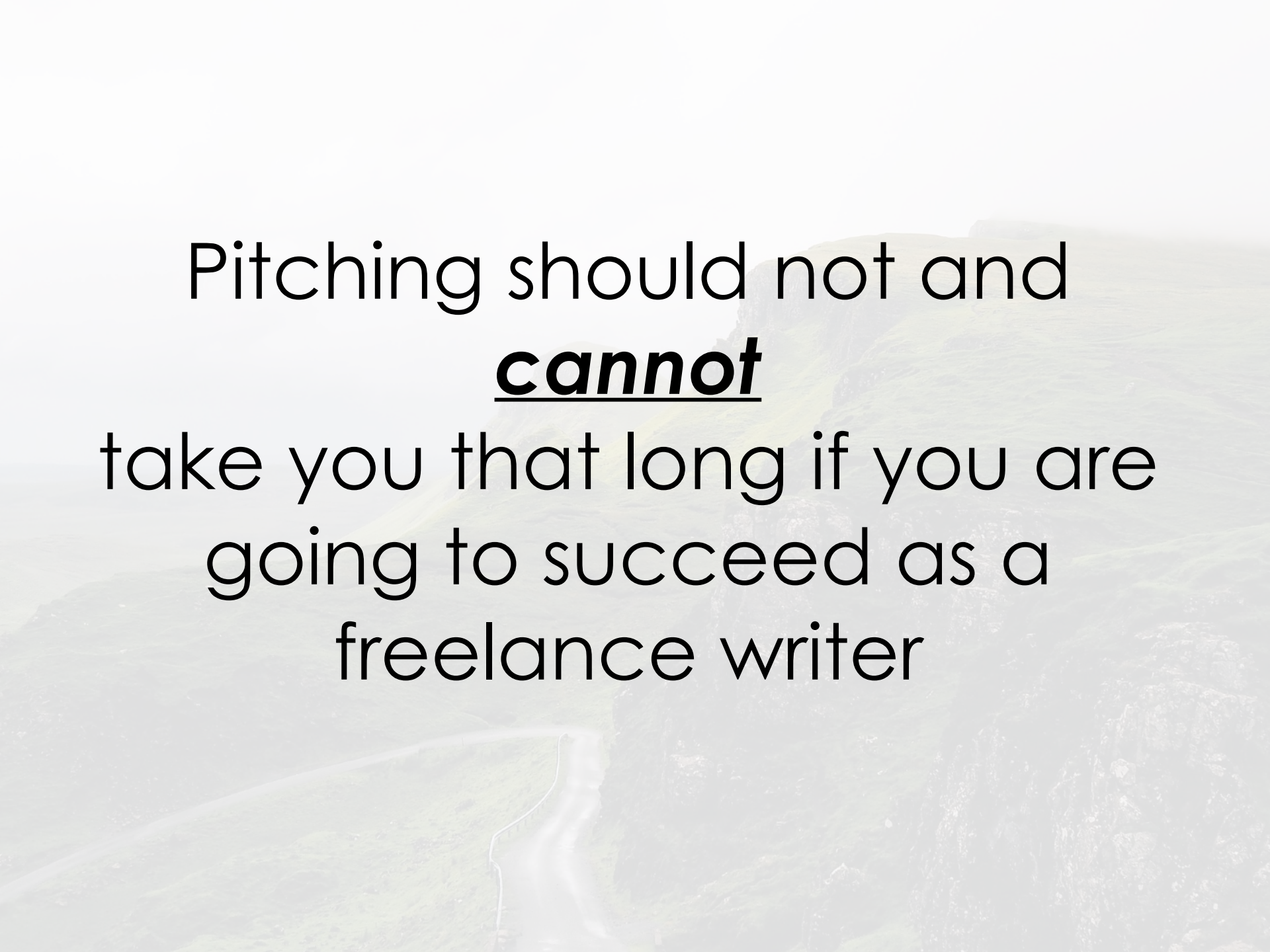
5. Attacking the pitches



Before we get this train moving...

What are we trying to do here?





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.

**THE *MAIN* PURPOSE OF A PITCH IS
NOT TO GET AN ASSIGNMENT...**

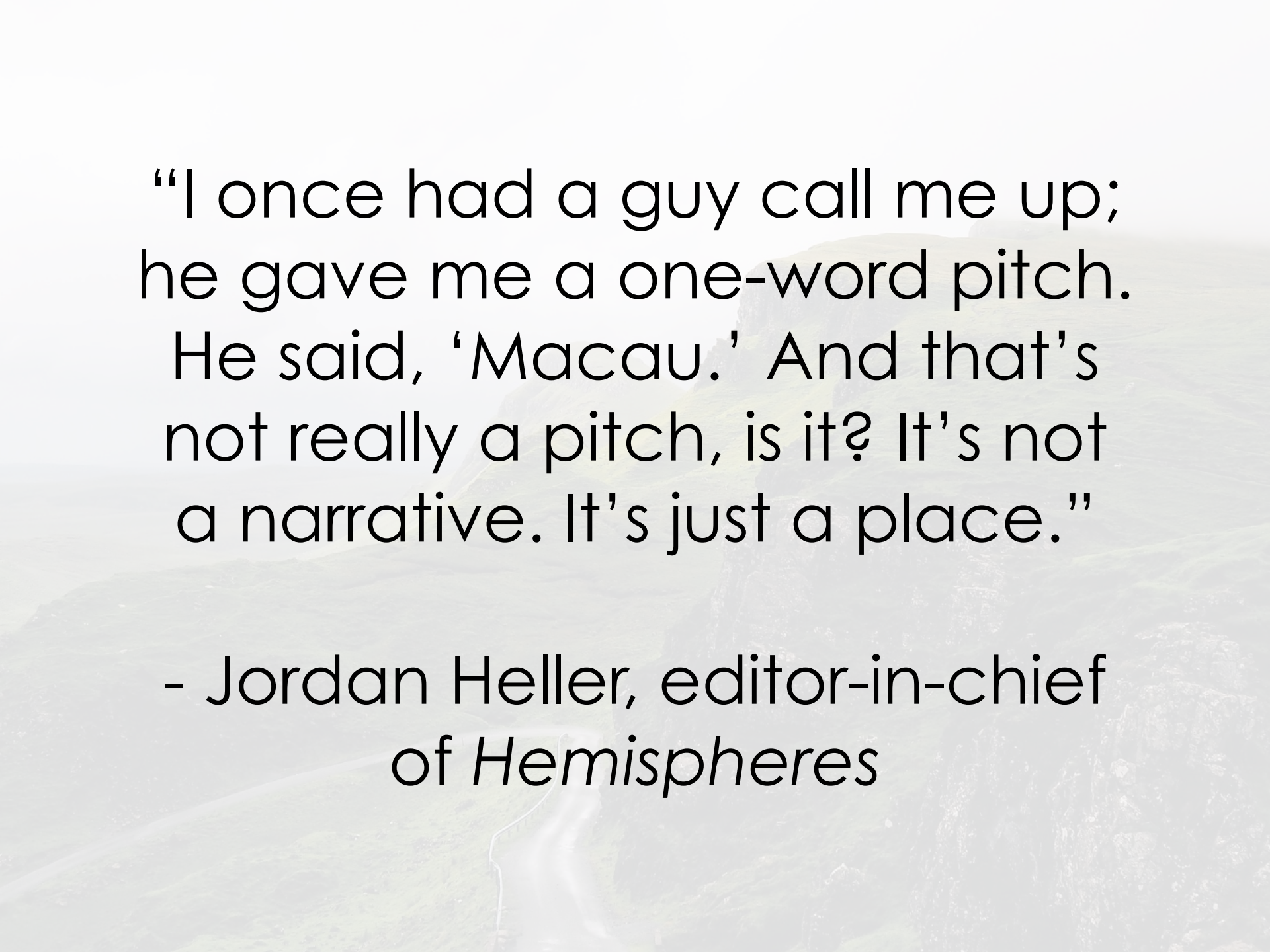
...IT'S TO START A CONVERSATION



The Perfect Pitch Formula

All pitches are primarily composed of three things:

- the lead/lede or intro
- the outline on how you'll write the piece/what it will be about
- the "I'm so great" (ISG) paragraph or why you should be the one to write it



“I once had a guy call me up; he gave me a one-word pitch. He said, ‘Macau.’ And that’s not really a pitch, is it? It’s not a narrative. It’s just a place.”

- Jordan Heller, editor-in-chief
of *Hemispheres*

Powerful Leads

A background image showing a person's legs from the knees down, wearing light blue jeans and dark sneakers with red laces. The person is stepping on a wet surface, creating a large splash of water. The scene is brightly lit, possibly outdoors, with a blurred background.

- start in the middle
- too-good-to-be-true statistic
- the only thing of its kind
- one image or experience that stood out so clearly that you know someone else would want to replicate it

What Does Need to Be in the Middle (And Nothing Else)

- the magazine section the pitch fits in
- your point
- what you will cover (the three steps in the thesis or examples in a round-up)
- what research you will do or have already done



What Does Belong in the ISG (And Nothing Else)

- the information about you that is relevant to *this specific piece*
 - prior research
 - background experience
 - exclusive access
- your most impressive (or related) publication titles (even if volunteer)

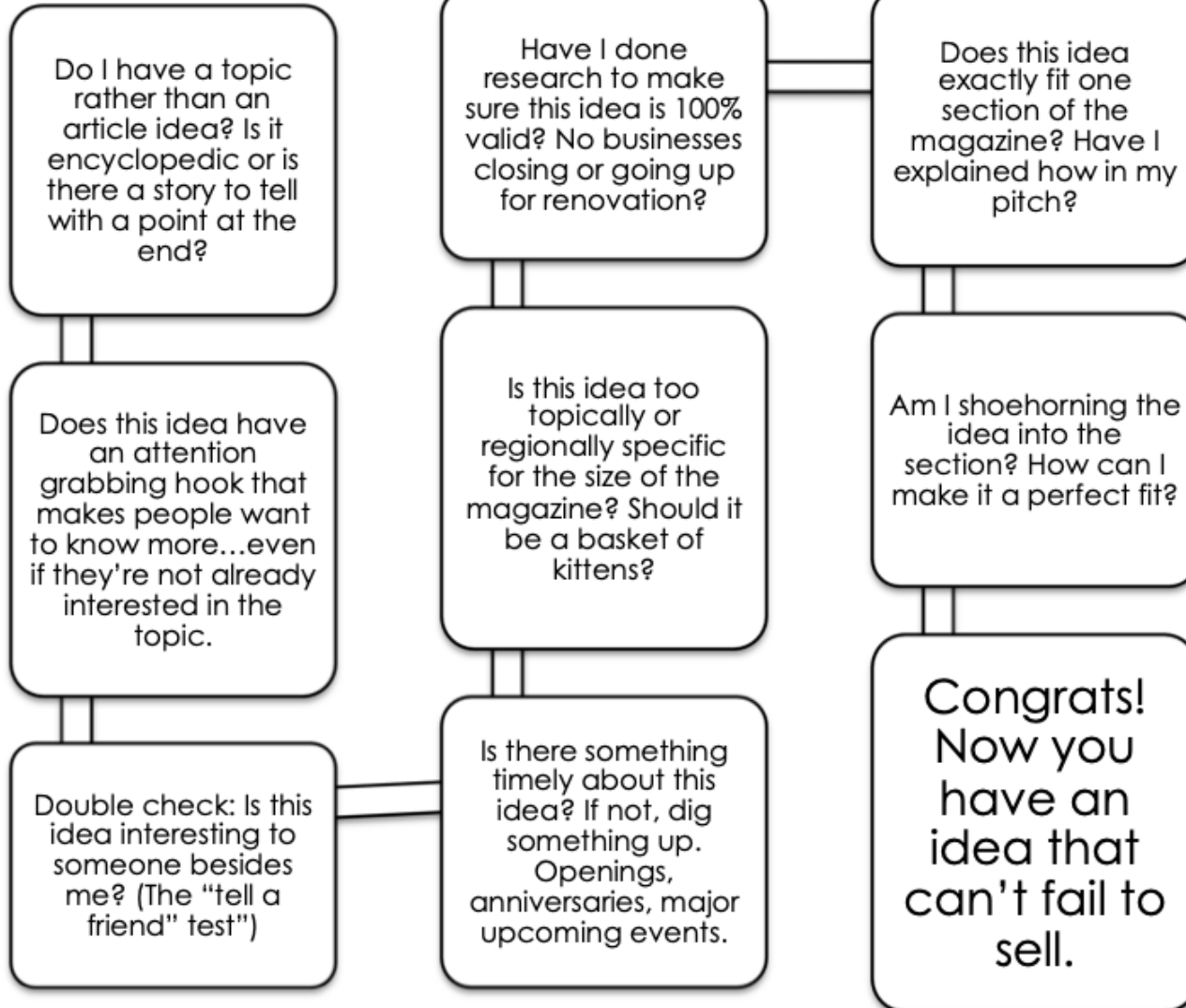


Where are we at now with
“our” ideas?

+ Let's get pitching!

What's next:

- We need leads!
- Heading back to my notes (but perhaps not as often as you'd think)
- Time for you guys to chime in: which lead will we use?
- Running through our idea check-list one final time!



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.

