



*Dream of
Travel Writing*

Live Idea-to-Pitch Walkthrough #6: Filling in the Blanks and Hitting Send

by Gabi Logan, founder of Dream of Travel Writing

A faded, high-angle photograph of a desk. In the top left, there is a thick stack of papers. In the center, a tablet computer lies flat on the desk. To the right, a white coffee cup sits on a saucer. In the top right corner, a silver moka pot is visible. The entire scene is dimly lit and has a soft, hazy quality.

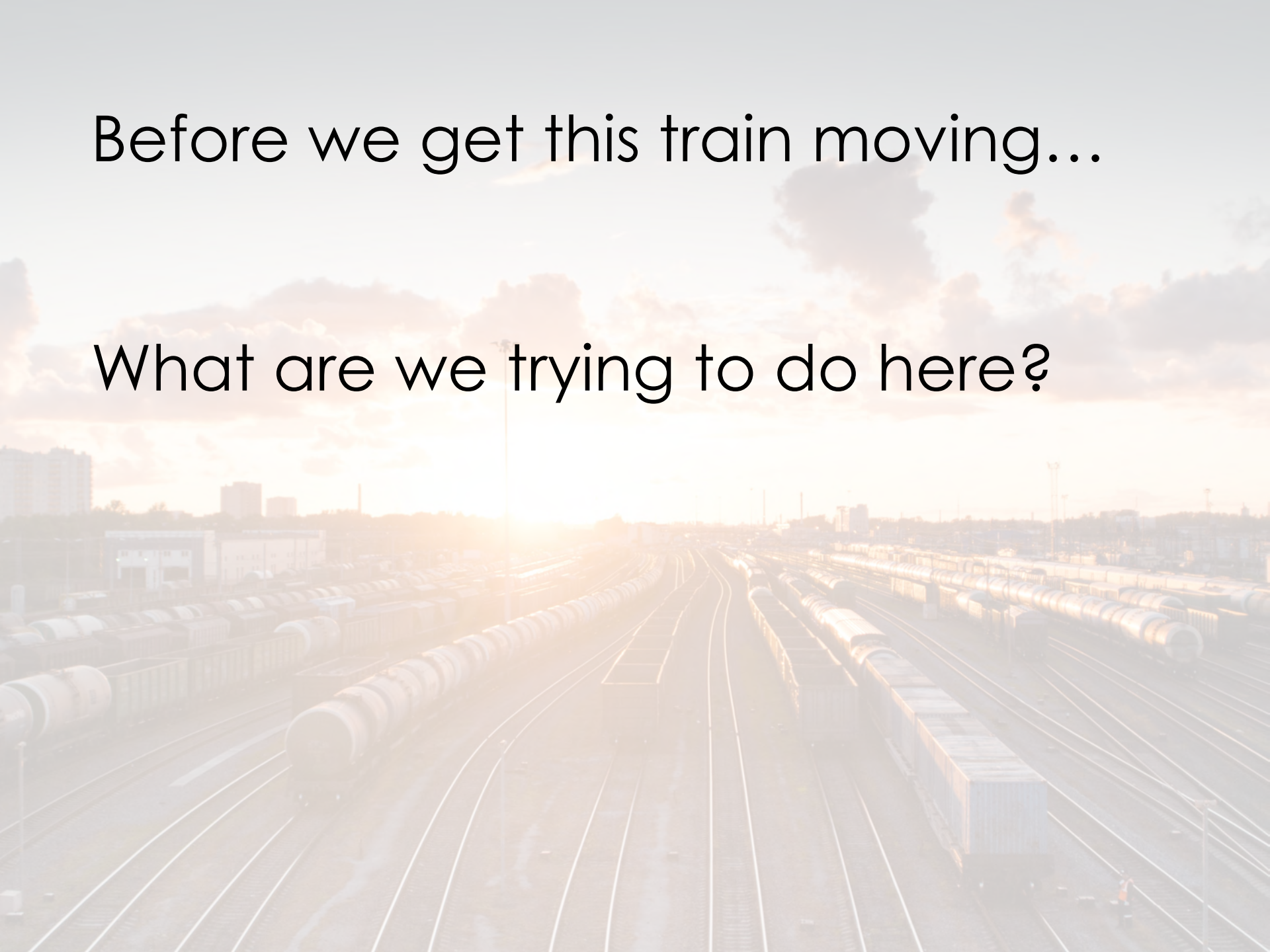
Today, we're going to
talk about...

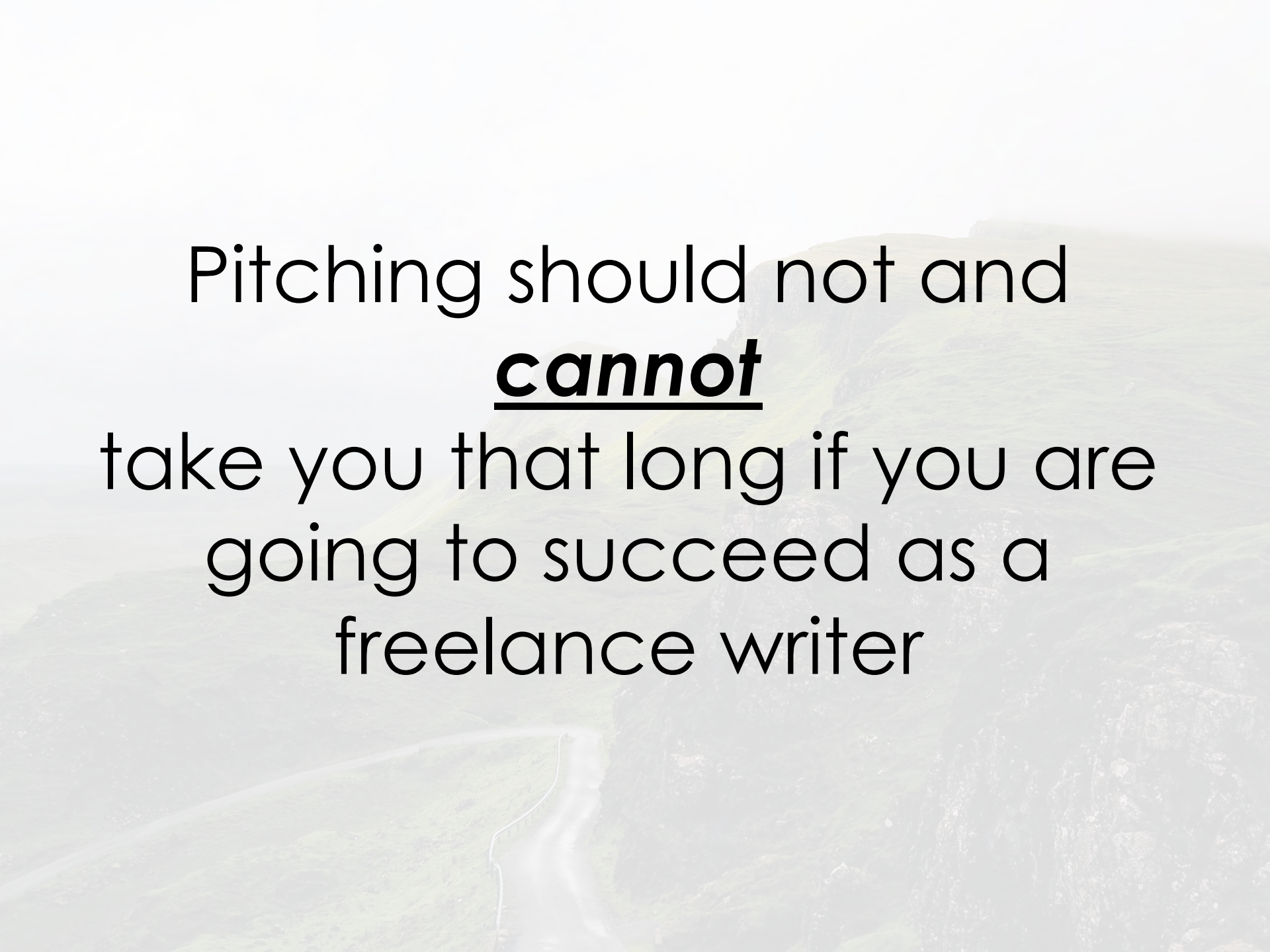
1. Quick recap: What are the bones of the pitch?
2. Where did we leave off?
3. Attacking the pitches!



Before we get this train moving...

What are we trying to do here?



A scenic view of a river flowing through a valley with green hills and a rocky cliffside. The river is in the foreground, winding through the valley. The hills are covered in lush green grass, and the cliffside is rocky and steep. The sky is bright and clear.

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

**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

Powerful Leads

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

- 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)

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!



Where are we at now with
“our” ideas?

+ Let's get pitching!



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.

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.

