




*Dream of  
Travel Writing*

# The Magazine-First Approach to Organize Your Pitches to Ensure You Hit Your Goals

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a desk. In the top left, there is a large stack of white 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 overall scene is brightly lit and out of focus, creating a soft, professional atmosphere.

Now, today, we're  
going to talk about...


1. Idea-first and magazine-first pitching: what do they really mean?
2. How idea-first and magazine-first pitching work in practice
3. Pros and cons of each process
4. When do you want to use each pitching approach?





Before we get this train moving...

Why are we doing this series now?  
We just covered a detailed process  
for idea-first pitching earlier this year!

A person is captured mid-jump over a puddle on a city street. The person's legs, wearing light blue jeans and colorful sneakers, are suspended in the air. Water is splashing around the base of the shoes, creating a dynamic and energetic scene. The background is a blurred city street with buildings and a car, suggesting an urban environment.

Idea-first pitching  
vs.  
magazine-first pitching...

...it's all about your  
jumping off point

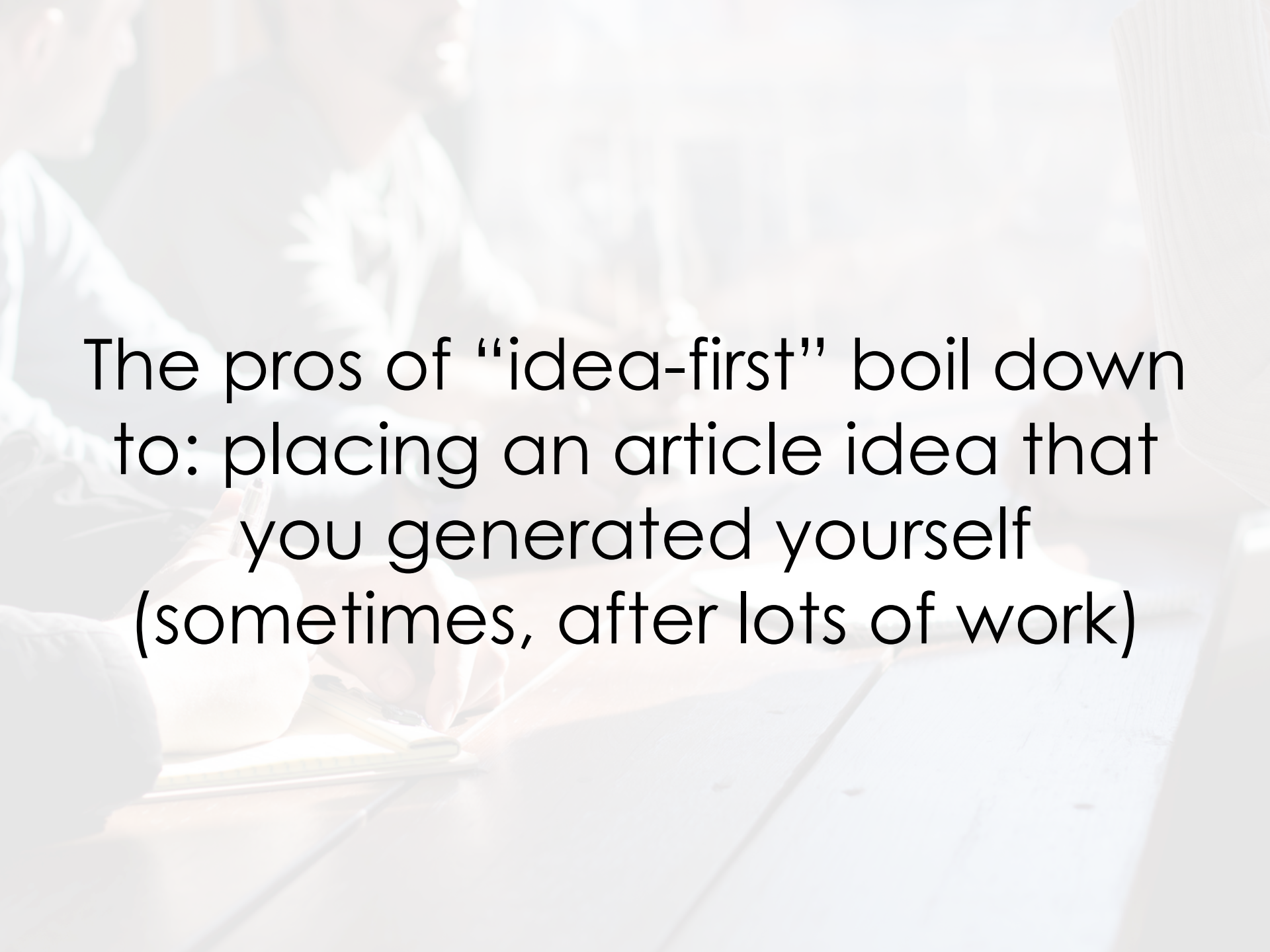
(plus, we've made these terms up just for you)

# Idea-First

1. Break your trip into as many ideas as possible
2. Match each idea to as many magazines as possible
3. Make sure the ideas fit
4. Write as many pitches as possible
5. Follow-up on each pitch
6. Send no new ideas to editor (that was your only one for her)

# Magazine-First

1. Select magazines to pitch specifically with an eye to magazines you have many (unending hopefully!) ideas for and want to work with in terms of voice, pay, and market position
2. Brainstorm as many ideas as you can for each section of the magazine
3. Pitch the one that is the easiest to write and best fit
4. Follow-up on each pitch
5. Send the next best idea if the editor doesn't bite on the first



The pros of “idea-first” boil down to: placing an article idea that you generated yourself (sometimes, after lots of work)

# Pros of Magazine-First Pitching

- Placing an article idea that you generated yourself
- Less time familiarizing yourself with magazines
- Less time verifying articles are a good fit
- Warmer reception for your pitches
- Relationships with editors
- Higher chance of editors assigning you ideas you haven't pitch
- Better chance of moving up to higher rates with the same publication



A person with long, curly hair, wearing a grey beanie, a yellow long-sleeved shirt, and grey pants, is sitting on a large, light-colored rock. They are holding a white notebook and a pen, appearing to be writing. A large, teal-colored backpack is resting on the rock next to them. The background is a soft, out-of-focus landscape of mountains and a blue sky, suggesting a high-altitude or mountainous setting. The overall tone is calm and contemplative.

So why on earth did I  
do a webinar on  
idea-first pitching?

# When to use idea-first pitching:

- You have a press trip or other trip you for some reason *\*must\** specifically place article ideas about, but you have not editor relationships to lean on
- You have a publication goal (a type of byline, a number of bylines, an amount of money) that does not rely on building relationships in any way (as in, you're completely flexible on the "how")

# When to use magazine-first pitching:

- You want a method that will guarantee results from your pitching
- You want to spend less time on your pitching and get better results
- You want to see your work appear in specific magazines
- You want to create a career for yourself writing for magazines
- You want to have a method for your pitching rather than throwing spaghetti

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.

