




*Dream of
Travel Writing*

Creating a Magazine Pitch Planner That Fits Your Needs and Goals

by Gabi Logan, founder of Dream of Travel Writing

A high-angle, slightly blurred photograph of a desk. In the foreground, a tablet computer lies flat on a white surface. To its right is a white coffee cup on a saucer. In the background, a silver Moka pot sits on a white tray. To the left, a stack of books is visible. The overall scene is brightly lit and has a clean, minimalist aesthetic.

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

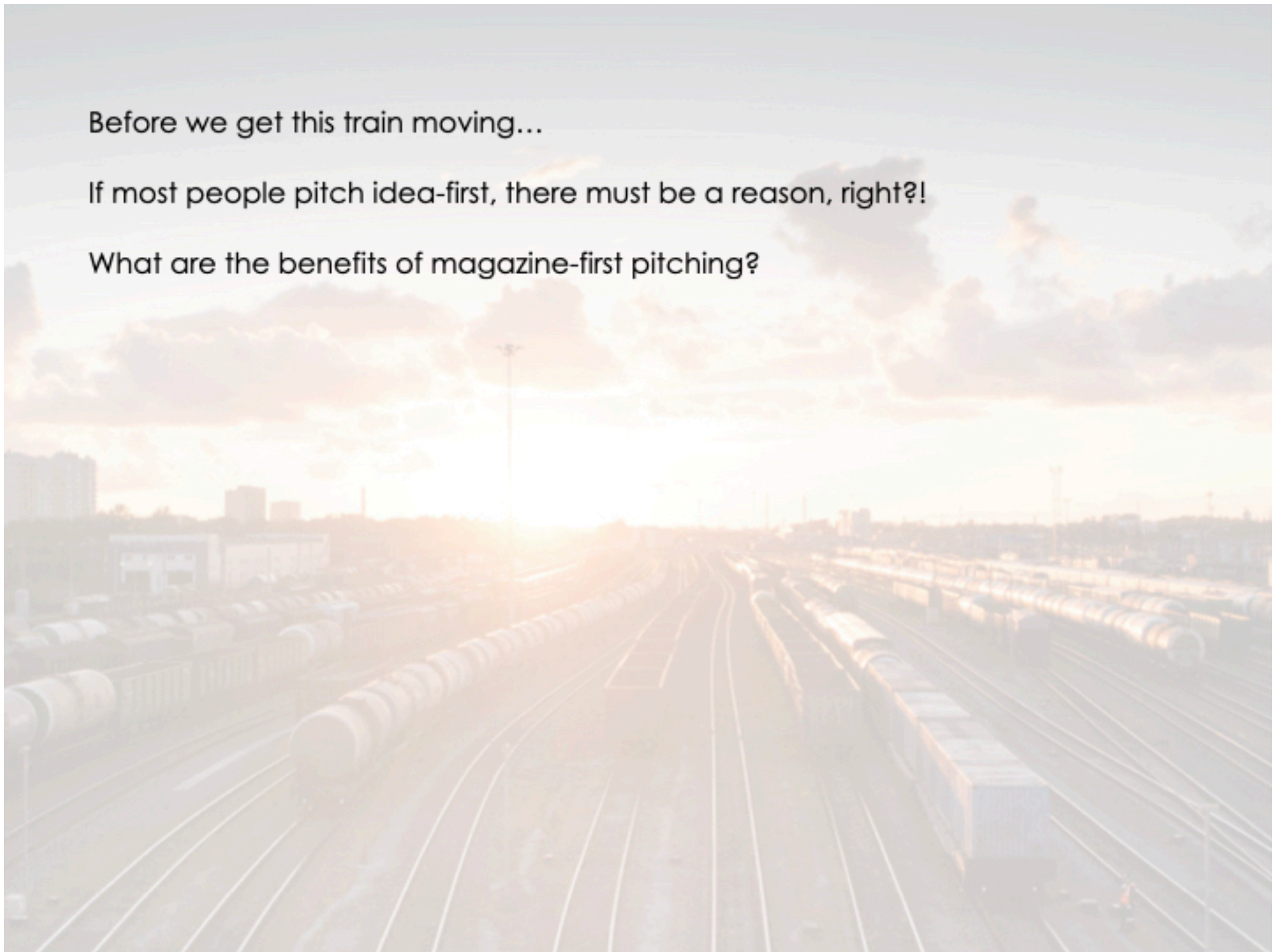
1. Why pitch idea-first rather than magazine-first? + How to start building your list
2. What makes this process not work + how to make sure it works for you
3. The must-not-miss aspects of a pitch plan that works
4. Creating one live!



Before we get this train moving...


If most people pitch idea-first, there must be a reason, right?!

What are the benefits of magazine-first pitching?




Don't Cut Corners

- Magazine first pitching helps editors get to know you while saving time...if you do it right
- The pitch plan works best when you have worked the other steps first
- Safety, Match, Reach is not a joke: a cautionary tale
- Crucial here: Be really honest with yourself about what type of articles you want to write
- When you are looking at magazines to include, the sections matter
- Trust your instincts: do ideas come easily or not?


A person is sitting at a table, reading a magazine. A white coffee cup is on the table next to the magazine. The scene is brightly lit, and the person is wearing a blue shirt. The background is slightly blurred, showing a window with light coming through.

Your ideal pitch plan has four parts:

1. Where you are at with each magazine
2. Where you are at with each article idea
3. Your calendar
4. Your log of what has been done when (particularly helpful for finding files with pitch text that you wrote some time back and now need again!)

A person with long, curly hair, wearing a grey beanie, a yellow jacket, and dark pants, is sitting on a rocky ledge. They are wearing brown hiking boots and have a large blue and black backpack on the ground next to them. The background shows a vast, hazy mountain range under a clear sky. The text is overlaid on the image.

Making your personal magazine file as full as it can be is one of the most important things to do to set your pitch plan up for success



Pro tip: Color code the ideas in your personal magazine file so you can find them quickly for your pitch plan!

An aerial photograph of a tropical island with a white sandy beach and turquoise water. A smartphone is lying on the sand in the foreground. The text "Let's make one together live!" is overlaid on the image.

Let's make one together live!

Here's an example of 10 magazines I might put together for myself:

- Safety (\$400/feature type markets):
 1. Ambassador
 2. Italia!
 3. International Living
- Match (sub \$1,000 feature markets):
 1. Ambrosia (indie)
 2. Wizz
 3. Taproot
 4. Standart/Barista
- Reach (\$1,000+ markets):
 1. Food & Wine
 2. Delta Sky
 3. Bon Appetit

Magazine	Idea #1	Idea #2	Idea #3	Idea #4	Idea #5
Ambassador	purchasing entire villages in Italy high-end accommodation – PR contacts, no pitch	Piedmont, area for its wine, amaros from the mountain, every city – Just took trip; no pitch yet	Chestnut festivals: the must-do fall trip; 1 st person, with sidebar, round-up option; Just took trip, no pitch		
Italia!	Bra...area? Barolo – just there; no pitch yet	Piedmont, area for its wine, amaros from the mountain, every city – is this too small? – if so; amaros by region?	Parma – was there a while back; need to update research	Le Marche, Beata Donati's family – did an involvd trip several years back need to update research	Turin – just there; no pitch yet
International Living	Written needs polish	Wrote lead	Wrote middle graf; no idea lead	Have research; need to organize into pitch	Ready to go, just sitting it to make sure I love it
Ambrosia					
Wizz					
Taproot					
Standart					
Food + Wine					

Jan week 1	Jan week 2	Jan week 3	Jan week 4	Feb week 1	Feb week 2	Feb week 3	Feb week 4	March week 1	March week 2	March week 3	March week 4
SEND: Ambassador: Piedmont amaros; WRITE WIZZ pitch; Decide on Int Liv	SEND: Wizz	SEND: International Living; FU: Ambassador	SEND: Delta Sky; FU with: Wizz	Send new pitch ambassador; FU with International Living	Send new pitch WIZ: FU Delta Sky						
SEND: Italia!: 48 pieces on Turin; WITE TAPROOT PITCH	SEND: Taproot	SEND: Food & Wine; FU with Italian!	SEND: Bon Appetit; FU with Taproot	Send new pitch Italia; FU with Food & Wine							
	SEND: Standard	SEND: Ambrosia: Berlin Vietnamese food	FU with Standard	Send new pitch Standart							

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

Where do most people go wrong with their pitching?

- No organized approach to showing up in editors inboxes
- Lack of ideas when editors ask for them/it's time to send a new idea
- Lack of confidence that ideas are a fit
- Pitching takes too much time
- Familiarizing with magazines takes too much time (or devolves into reading)
- Researching each idea takes too much time
- People don't know where to start when they sit down to work on "pitching"

Thanks so much
for joining us today!

It was a pleasure chatting

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.

