




*Dream of
Travel Writing*

How to Create a Personal “File” on Every Magazine You’d Like to Target

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, there are stacks of papers and a small wooden stand holding a pen. The overall scene is brightly lit and has a clean, minimalist aesthetic.

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

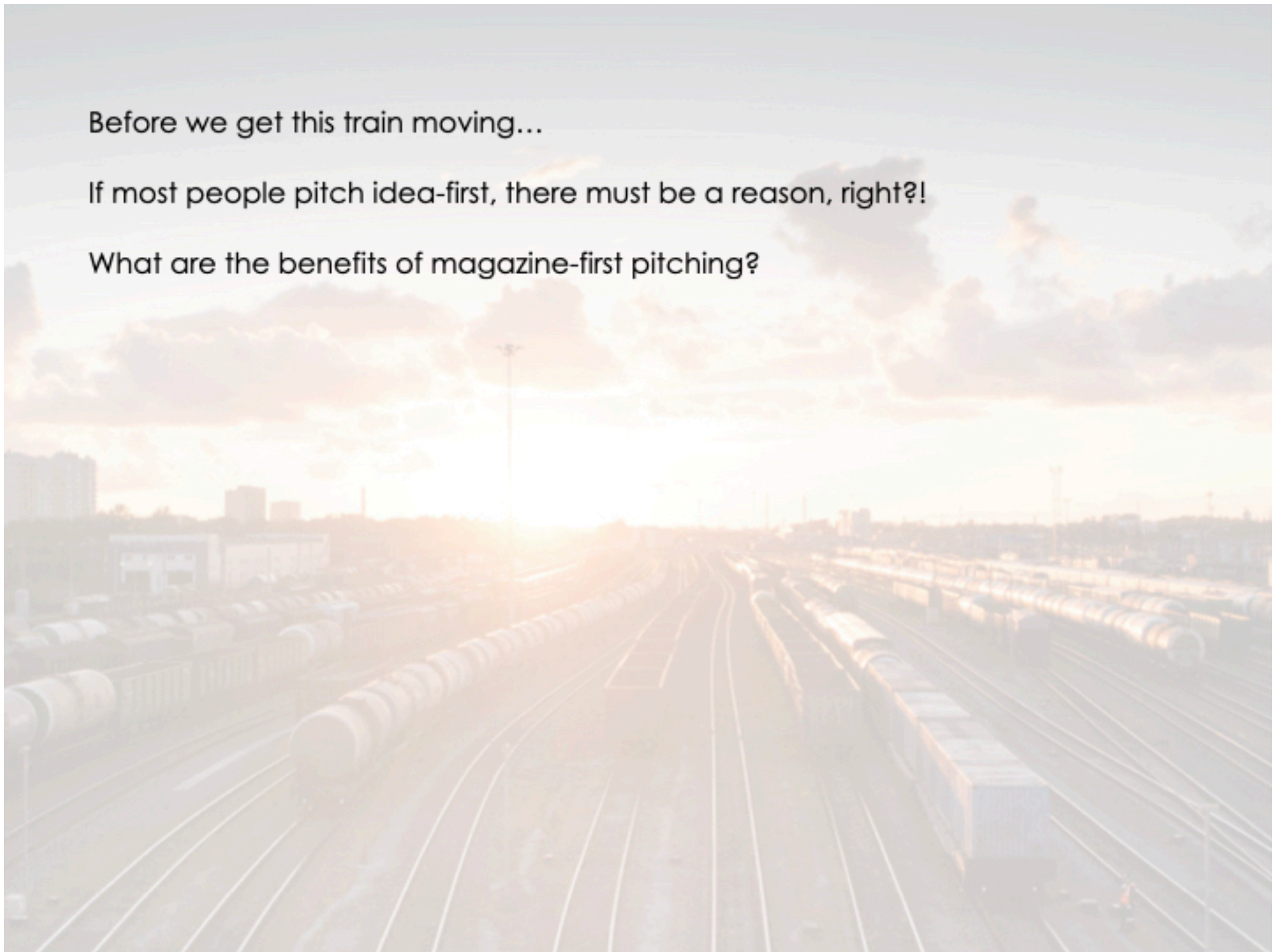
1. Why pitch idea-first rather than magazine-first? + How to start building your list
2. Why creating personal files on each magazine is the linchpin of pitching success
3. What does a personal file for each magazine look like?
4. Creating one live!



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?



Pros of Magazine-First Pitching

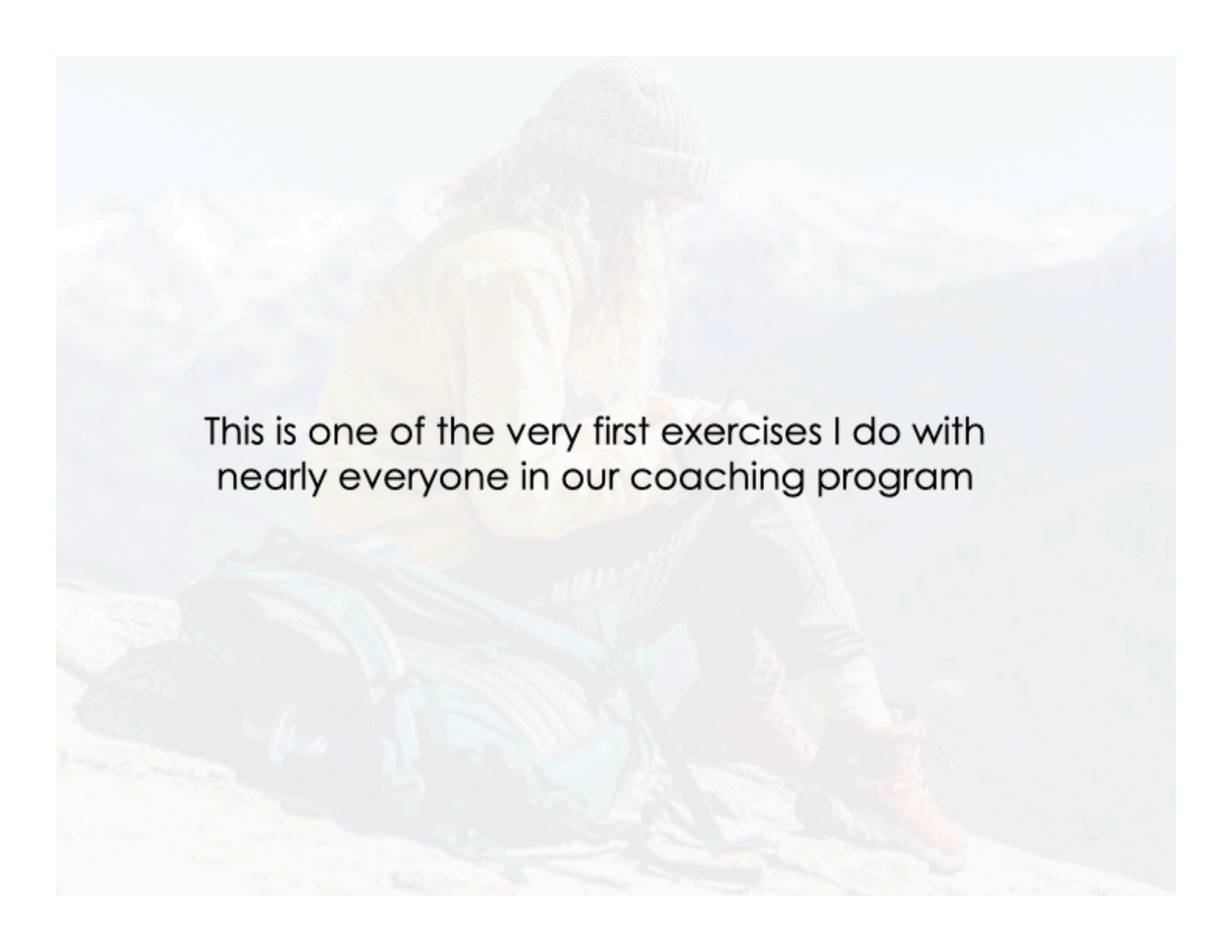
- Placing an article idea that you generated yourself
- Less time familiarizing yourself with magazines
- Less time verifying articles are a good fit
- Warmer reception for your pitches
- Relationships with editors
- Higher chance of editors assigning you ideas you haven't pitch
- Better chance of moving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

What to Look for When Narrowing Down Magazines

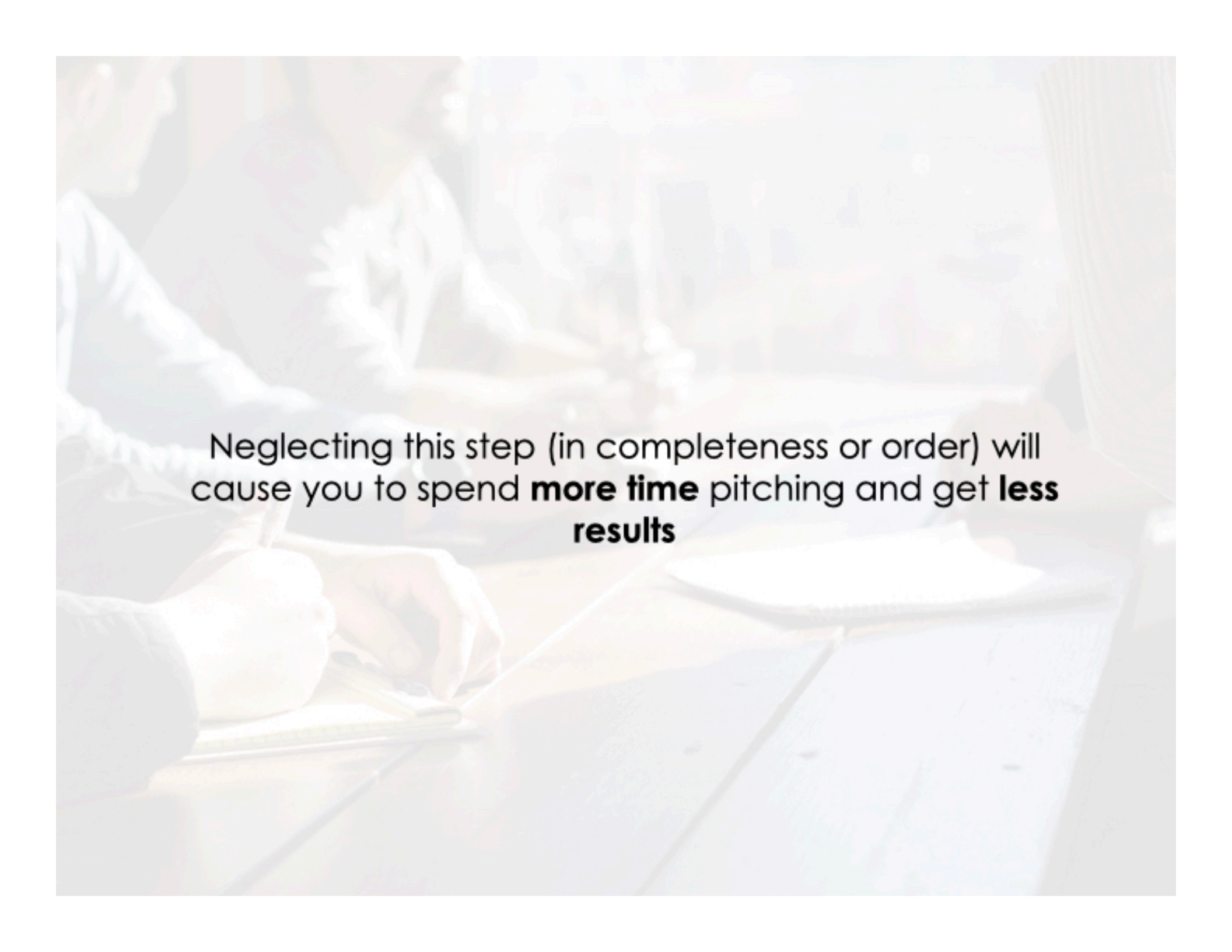
- Be really honest with yourself about what type of articles you want to write
- Consider word count and article type first and foremost
- What are you already good at?
- What are you interested in but not comfortable taking on too much of?
- What topics can you come up with ideas for all the time?
- What do you look at and really only have one or two things that might fit for that you're honestly not that interested in writing?
- Where is the instant "love at first sight" that gets your mind racing? Ignore the rest! There's plenty of fish!

Other factors you must not neglect:

- Frequency, for good or for bad
- Circulation (when evaluating safety/match/reach)
- Pay (for your own purposes and evaluating safety/match/reach)
- Pigeon-holing (or not doing so)

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 next to them. The person is looking down at something in their hands. The background shows a vast, hazy mountain range under a clear sky.

This is one of the very first exercises I do with nearly everyone in our coaching program



Neglecting this step (in completeness or order) will cause you to spend **more time** pitching and get **less results**

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"

Pitching is a process, not an act:

- Ideas are generated
- Ideas are matching to outlets
- Ideas are refined, to make sure they are a good fit
- Ideas are deepened, to make sure there is enough detail for the pitch and the subsequent story
- Ideas are developed, into complete pitches that are ready to send to editors

What is a personal file on each magazine? How do we create it?

- Include all of the sections (the full write up, or all relevant details if you do the breakdown yourself) that you might want to pitch
- Include any other notes about the magazine's style or demographics that are helpful
- Give yourself time and space to start dumping article ideas right away
- A.k.a. Carve out time to do this properly—**ONCE!**

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

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!

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.

