



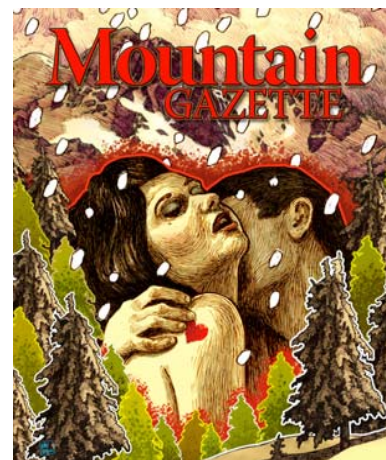
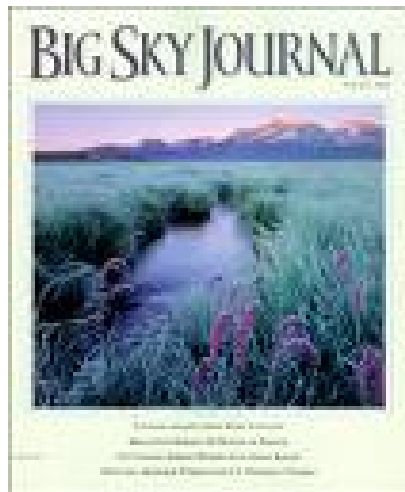
magazine  
conference



Lin Alder/alderphoto.com

## **10 Tips for Making a Living as a Freelance Travel Writer** ***Doug Schnitzspahn***

# #1 Research the Right Magazines



# Find the Right Fit

- Geographical Area
  - Islands
  - Adventure Travel
  - Local
  - Budget/High-end
- Voice
  - Do you enjoy reading the magazine?
  - Can you be flexible
- Research the Book
  - Front of Book
  - Feature Well
  - Columns, Gear, Other Ins
- Give a Call
  - How do they take submissions?
  - Who to pitch?
  - What packages/themes are coming up?
- Has it Been Covered?

## TIP #2: DIVERSIFY

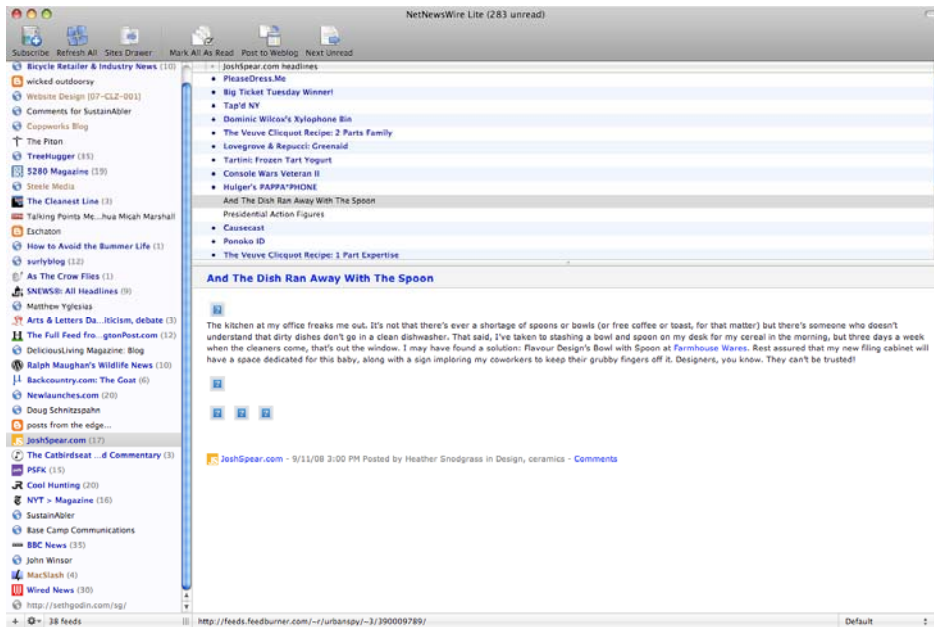
- **Investment Portfolio:** You need a smart mix of clients
- **Value and Time:** \$2/word can take more than four times the work of .50 cents/word
- **Big Projects:** Keep you in the game
- **Editors Move Up:** *East Iowa Monthly* today, *The New Yorker* tomorrow
- **Catch 22:** You need high-profile, big features to be able to write high-profile, big features
- **Always Be Working:** Not working=no income
- **Always Be Pitching:** Work will follow
- **Look to the Future:** Keep asking yourself, *what do I really want to write?*

## TIP #3: PITCH SMART

- **Kill Your Babies:** It's about what fits
- **Study the Book:** What department works for you.
- **Foster Relationships:** 100 words can turn into a feature
- **Follow Current Trends:** The Olympics, Texas (hurricane), Georgia, Kenya
- **Own Your Turf:** Italy, Sicily, Corsica, New Jersey, Madison Valle
- **Kansas Beats Out Tuscany: !**
- **Think Package:** Editors will be happy
- **Repackage:** Keep reusing
- **Always Have a Twist:** Shangri-La ain't good enough. Whitesfish, Montana!

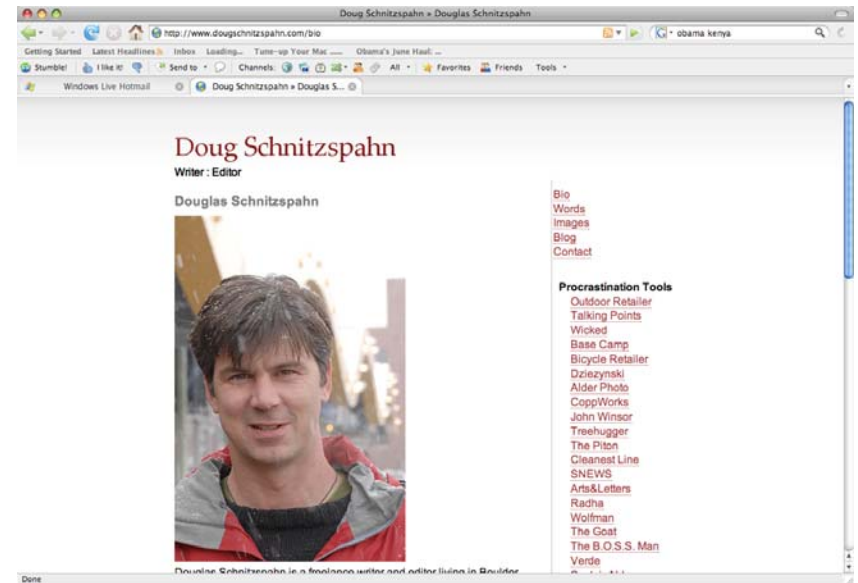
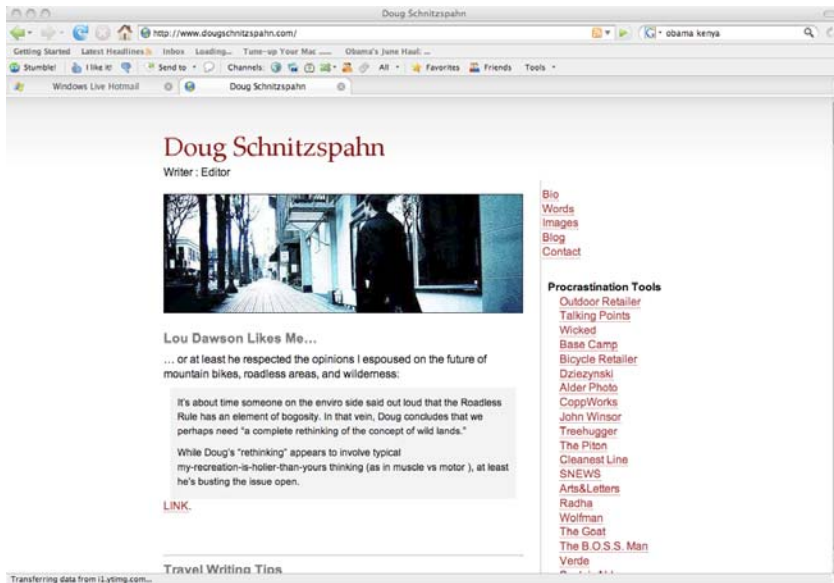
# TIP #4: Stay Informed

- **Read:** Everything
- **Get an Aggregator:** Net News Lite
- **Use PR People:** But be careful
- **Listen:** Be nosy



# TIP #5: Market Yourself

- **Annoying:** But necessary
- **Home Page:** Virtual business card, resume, news ticker,
- **Network:** Everything from Facebook to coffee
- **Go on Press Trips:** Get to know people
- **Meet Editors:** Can't hurt



## TIP #6 TAXES

- PAY AS YOU GO IF POSSIBLE
- GET AN ACCOUNTANT
- WRITE EVERYTHING OFF

## TIP #7: Communicate

- **Be Up Front:** Provide all the relevant info
- **Be Honest:** Over-deliver
- **Map Out Logistics:** *What will it cost?*
- **Stay in Touch:** Even if you are not working
- **Never Disappear:** Anything is better
- **Don't Be an \$^&#:** It's that simple

## TIP #8: KNOW THE UPS

- NO BOSS
- CAN'T BE FIRED/LAID OFF
- TRAVEL
- FINGERS IN LOTS OF PIES
- RELY ON YOURSELF
- WRITE FOR A LIVING

## TIP #9: KNOW THE DOWNS

- HARD WORK
- WEIRD HOURS
- NO BENEFITS
- NO GUARANTEES

## TIP #10: HAVE FUN!



Dan Campbell