

The
Wow

e-newsletter

Principles

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Travel Writing 101: Tips for Selling Your Travel Articles

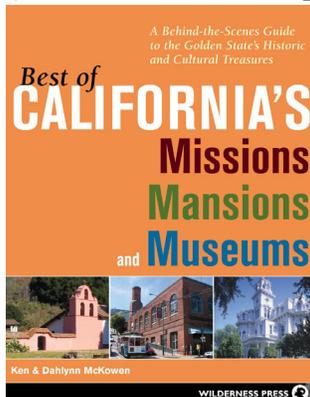
In previous issues we discussed how to research and write your travel article. We also introduced different types of travel articles, such as round-ups, which is probably one of the easiest and most often used. In this issue, we'll touch upon how to slant your story to wow an editor and also the multiple submission process.

Typically a professional travel writer will have an assignment from an editor before he or she embarks on a trip. In this case, we're working on the assumption that you're new to travel writing and are pitching a completed story to a new editor, or the same story to several editors (multiple submissions...we'll talk about this more in a moment). **We're also going to use the example of pitching a magazine, but the same lessons can be applied to your local newspapers and other print media.**

Applying the lessons learned in Travel Writing 1B, you already know which magazine, or group of magazines, you're planning to pitch. The next part is the pitch; these days e-mail pitches are the most popular, even though some editors still prefer the good old query letter via snail mail. Be sure to check the submission guidelines on their websites or *Writer's Market* for the preferred method. That e-mail or query letter is the pitch. And the pitch has to be slanted just right to catch and wow an editor.

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Our latest travel book is **Best of California's Missions, Mansions, and Museums: A Behind-the-Scenes Guide to the Golden State's Historic and Cultural Treasures** (Wilderness Press, Sept. 2006, \$21.95).



Written using the classic round-up style, the book features entertaining historical and cultural info on over 135 destinations and includes detailed maps, photographs, travel itineraries and trivia. Word count is 130,000+. Pre-order before the Sept. 19th release date and save 25%. We'll even inscribe and autograph it!

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Travel Writing 101

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Let’s say your article is on Seattle. If it’s a round-up article (discussed in the last issue), then that’s your slant. If not, then you need to find the right slant. Seattle is the idea, not the slant. You might focus on one facet of Seattle, like Pike’s Market or the city’s world-famous ferries, then slant it from there. For instance, pitch an article about antique hunting off of Seattle’s beaten track, or one that provides tips on mastering Seattle’s sometimes complicated ferry time schedule/system so you can island hop all day for just dollars. By already researching your target print media, if you pitch a unique story that is light, fun, informative and written well, and you have available high-resolution photos, you may find success.

Multiple submissions = Sending out the same story query/pitch to several editors at the same time. As we mentioned above, some editors will accept multiple

submissions, others will not. Typically we stay away from editors who don’t accept multiple submissions, because we feel that as freelance writers, it’s important not to put all our eggs in one basket. We have bills to pay, too.

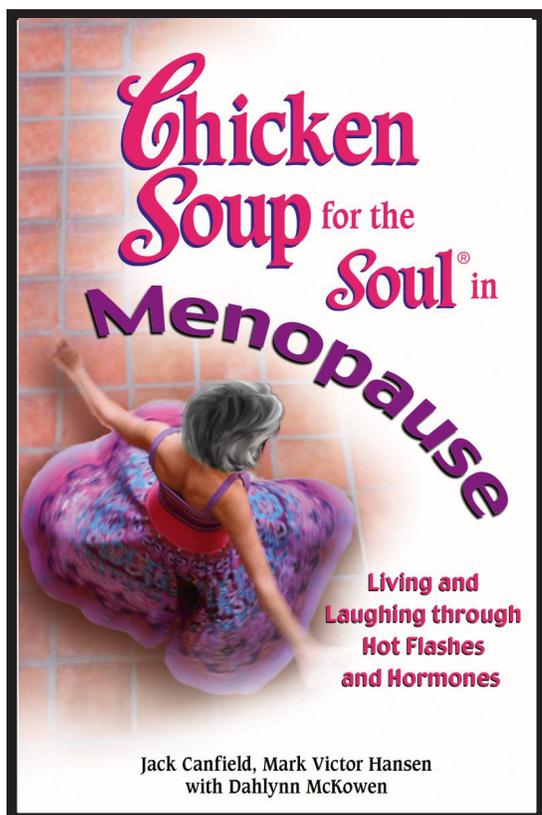
There’s an addendum to the multiple submission definition above we use regularly—we’ll send the same article to similar newspapers after publication of the preceding article. It’s akin to the trickle-down theory or snowball effect. Here’s a real example: Dahlynn did a round-up article on B&Bs within the target paper’s circulation area, with the lead being “Romantic Get-Aways in Your Own Backyard.” After the article was published, a month later she pitched the next big circulation paper about 100 miles away. She made very minor changes to the lead to fit that paper’s locale, threw in some new B&B listings in the area and also used some overlap from the first article, then sold it again. And again. And again.

We hope you’ve enjoyed our summer series on travel writing. If you’ve just joined *The Wow Principles* e-newsletter and would like to read the first two parts of this series, visit www.PublishingSyndicate.com and click on the e-newsletter section. You’ll see all of our back issues, to date. 

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HOT STUFF! HOT STUFF!



Chicken Soup for the Menopausal Soul has had a name change -- it is now entitled **Chicken Soup for the Soul in Menopause: Living and Laughing through Hot Flashes and Hormones**.

This book has been a blast to create, thanks to the wonderfully funny and heartfelt stories being submitted for consideration by writers just like you! But the deadline is looming...you only have until November 1st to send in your story, poem or cartoon. **HURRY!**

You definitely don't want to miss out on this writing opportunity, as Dahlynn is nearly done securing the perfect celebrity coauthor for the title...*Jack Canfield, Mark Victor Hansen, Dahlynn McKowen and....???* Check the website soon to find out who's joining our team! You won't be disappointed!

Release date: August 2007

Chicken Soup for Sisters' and Brothers' Soul

Stories about the relationship between a sister and brother, many of which can span lifetimes, creating those special sibling memories and stories that will last much longer.

Deadline: February 1, 2008

Slated Release: October 2008

Chicken Soup for the Red Hat Society Soul

This book will feature stories by women about their Red Hat Society experiences. Be sure to check the website for detailed submission guidelines.

Deadline: November 1, 2006

If your story is selected for publication, you'll be paid \$200!

Go for it! You can do it! Get published!

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