

The  
Wow

e-newsletter

Principles

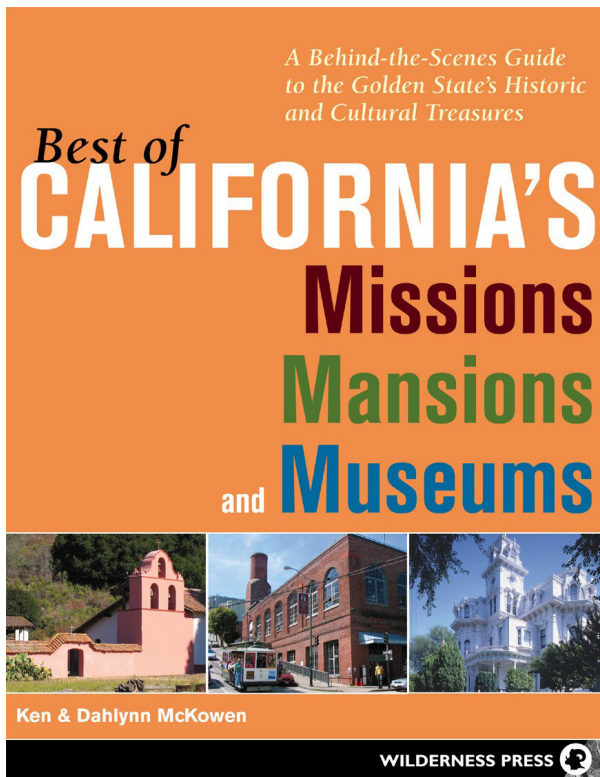
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## Travel Writing 1B: Types of Travel Articles

Last month we wrote about researching your destination before you go. Now that you've returned with all of your notes, photos and brochures, it's time to decide what *kind* of story you need to write (assuming you were not working on an assignment and the editor has told you what is needed).

Round-up travel articles are the easiest to write. They include very short sections, maybe only 50 words on each of a number of related destinations, such as "The 12 Best Sierra Foothill Christmas Tree Farms," or "Doing the Kona Coffee Grind in Hawaii." They generally include a short introduction to the topic, then a highlight of each of the destinations and all of the contact and "getting there" information. These are most often written in third person. Our upcoming book for



Wilderness Press, *The Best of California's Missions, Mansions and Museums* is a round-up book; we wrote about 130+ destinations, with several photos to accompany each venue. Then we added locator maps, suggested itineraries, things not to miss, trivia and the sort. Granted, at 130,000+ words our book is not the same as an article, but we applied the same theory when both pitching the idea and creating the work.

*Continued on page 2...*

The perfect holiday gift!

Release date: September 19, 2006. To pre-order your autographed copy, visit [www.PublishingSyndicate.com](http://www.PublishingSyndicate.com).

P . S . 

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## Travel Writing 1B

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Since 1,200 to 2,500-plus word travel features typically bring in more money, travel writers prefer this type of writing. Many of these features are written in first person—you want to take your readers on your trip with you. Most include separate sidebars; that's where you put all the extra information such as best hotels, best eateries and special notes about dangers (poison oak or poisonous snakes or civil unrest).

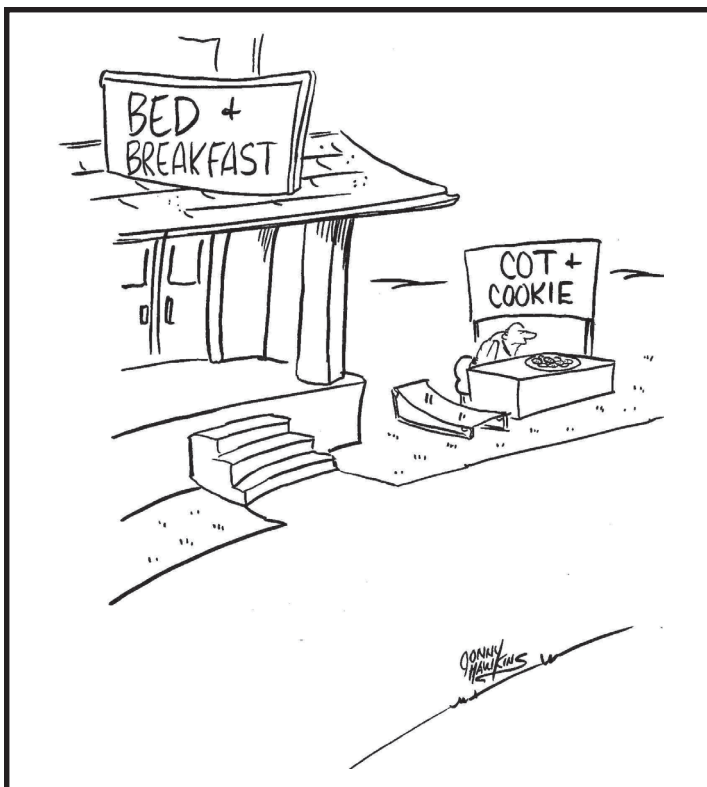
Whether you're creating a round-up or feature article, it's important that you choose a unifying theme for your story. Focus on a central thread such as history or agriculture or architecture or secret places to visit or what you'll see on a 100-mile bike ride. Our unifying theme for *Missions, Mansions and Museums* was the behind-the-scenes historical accounts of each destination, sprinkled with fun facts and trivia.

To better understand how this is done and how the overall story must come together, read travel stories in several different newspapers, especially your target publications (we'll write

more about identifying markets next month). What writing devices do they use to connect all the destinations within their feature story? Do their stories lead with a quote from someone the writer met while on the trip? How much narrative is there, and just as important, *how* is it written so that it doesn't sound as though it came from travel brochures? How do they close their stories?

If you want to be a successful travel writer, you need to write *your* stories very similar to how successful writers are writing theirs, and selling them! And a parting thought—this isn't the time nor the place to be overly creative, as travel articles tend to be very factual.

In August, we will feature *Travel Writing 101: Tips to Selling Your Travel Articles*. We'll discuss how to identify promising markets, how to spin or slant your story, and the multiple submission process. 



Our resident cartoonist Jonny Hawkins is wonderful when it comes to creating cartoons based on a theme. This cartoon will appear in *Chicken Soup for the Entrepreneur's Soul* (September 19, 2006).

## HOT STUFF! HOT STUFF!

### *Cup of Comfort* Series Story Call-out!

Our friend Colleen Sell of the *Cup of Comfort* series is creating three new titles for this wonderful anthology. Two of the three are *Cup of Comfort for Dog Lovers* and *Cup of Comfort for Single Mothers*, but we thought you'd be very interested in the following title:



**A Cup of Comfort for Writers** -- Only another writer can truly understand what it's like to aspire to become and to be a writer. For this anthology of true stories celebrating (and commiserating) the writing life, we seek compelling, insightful, and exceptionally well-written personal essays from writers of every persuasion and level of experience. E-mail [cupofcomfort@adamsmedia.com](mailto:cupofcomfort@adamsmedia.com) to request guidelines for this book as well as the others, and be sure to share with Colleen that you saw her call-out in the Wow Principles e-newsletter!

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### **Chicken Soup for Sisters' and Brothers' Soul**

Relationships between sisters and brothers span lifetimes, thus creating those special sibling memories and stories that will last much longer.

Deadline: July 1, 2007

Slated Release: 2008

### **Chicken Soup for the Menopausal Soul**

Light-hearted stories about that "second coming-of-age" told from the perspectives of those women who have experienced it and those men who have lived through it!

Deadline: November 1, 2006

Slated Release: August 2007

### **Chicken Soup for the Red Hat Society Soul**

This book will feature stories by the women who belong to this very unique, worldwide women's organization.

Deadline: November 1, 2006

Slated Release: October 2007

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



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