

**How to Get the Most Out of
The Ultimate Travel Writer's Workshop
Publication Expo...**



Your Key to The Good Life

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We got so much great feedback after last year's Publication Expo at the Ultimate Travel Writer's Workshop in Portland, OR that we've decided to run it again this year on July 25 during the San Francisco workshop.

The goal of the Publication Expo is to hand you the insider information you need to quickly break into a dozen or so different publications immediately following the workshop. This is information you can't find anywhere else, like exclusive editor interviews and hard-to-find writer's guidelines -- the kind of information that'll surely give you the leg up you need to become a published travel writer.

As a freelance writer, you can't simply call up editors and ask them what they want. But we can. So we got in touch with various editors who are in the market for freelance stories. We interviewed them. And we found out — on your behalf — what, exactly, they're looking for in an article.

We asked them what they like... what drives them nuts... and what you can do to increase your chances of landing a by-line in their publications.

At the Publication Expo, we'll hand over all that information and more...

We've collected writer's guidelines... sample back issues... interviews... and all kinds of insider advice. Plus, we've also asked our own experts to be on hand to answer your questions and talk you through anything you don't understand.

Should you decide to attend this year's Publication Expo, here are eight tips for getting the most out of it...

Eight Tips to Get the Most Out of the Publication Expo

As you sip your cocktail and rummage through the piles of sample issues and writer's guidelines, you might be tempted to pick up every magazine you see. But don't give in to that temptation -- you'll probably have more success if you focus on a few publications at a time.

Here are eight tips to help you choose the right publications for your interests and some pointers on what to do with them once you've made your decision...

At the Expo:

TIP #1: Be Prepared.

When you walk into the Expo, you'll be coming from the workshop, full of enthusiasm about what you've learned.

Take a moment before you walk through the door to recap on the things you've learned over the course of the workshop and consider how you'll apply them to the publications you find inside.

For example, you'll probably come up with a few new story ideas during the workshop. It's a good idea to have them in mind before you start looking for publications. That way, you'll walk in with a specific mission -- to find the publications that fit your story ideas best. And, because you've narrowed your focus, you'll have a better chance of getting published.

TIP #2: Focus.

You don't have to take one of everything -- AWAI puts all the materials up online for you to download when you get home.

You'll save time (and space in your suitcase) if you enter the Expo with your story idea and target your top three preferences first. Grab their guidelines and their back issues and make them your focus for the rest of the workshop.

TIP #3: Talk to the Pros.

You shouldn't have too much trouble narrowing your selection down to two or three magazines that are the best options for your writing style.

But, if you're still not sure, you can always ask one of the writers, editors, or AWAI staff members who will be there in the room. They each bring their own experience with writing to the workshop and Expo and can probably help point you in the right direction.

When You Get Home:

TIP #4: Read through the publications you chose.

Now it's time to get intimate with your publications. Start with your favorite one and read it through cover to cover. Take note of things like informational sidebars, "how-to" sections, photos, and other information that writers have included in their articles.

You'll want your article to match that publication's style as closely as possible. Editors like it when you make their job easy.

TIP #5: Do more research.

Another way to get an editor on your side is to show them that you're familiar with their publication.

Even if you're confident that you understand their style and content well, they won't publish your article if they've already run one like it. This is where a little back-research comes in handy.

Go to the magazine's website and click on their "archives," or "past issues" button. As you scan through, not only will you be able to see if they've covered an article like yours before, but you might notice areas that haven't been touched on and get more article ideas.

TIP #6: Read and follow the writer's guidelines.

So, you've got your publications figured out. You know what you want to write. The next step is to make sure you follow the publication-specific writer's guidelines you picked up at the Expo.

Submitting an article without reading the writer's guidelines is like playing darts with your feet. Unless you're incredibly dexterous, your chances of hitting your target are slim.

And, even if you have the perfect article for a publication, if you don't follow the guidelines when you submit it, the editor may not even look at it.

As a writer, you'd be lost without these guidelines. They are your blueprint to a by-line. Use them to your advantage.

TIP #7: Follow Jennifer Steven's Proven 10-Day Success Plan.

Jennifer Stevens, author of The Ultimate Travel Writer's Program and Lead Instructor at the workshop has put together a 10-Day Success Plan, which each attendee will get a copy of.

In fact she's taken all the guesswork out of getting published. This 10-Day Success Plan is the easiest, most fool-proof way to get a by-line fast.

It gets you off your duff and shows you step-by-step how simple submitting an article really is. This is your best resource once you've narrowed your selection down to two or three publications that fit your area of interest.

It only takes one by-line to see that getting published is a major confidence booster. And it only gets easier the second, third, or fourteenth time around.

TIP #8: Repeat 1-7 with other publications from the expo.

Even if you didn't bring home bags full of magazines from the Expo, you can still access the information later. We'll be posting writer's guidelines and editor interviews on a website that you'll be able to access with a password.

Once you get home, apply Jen's 10-Day Success Plan, and find out just how easy it is to submit articles to the publication you chose.

But don't stop there!

Congratulate yourself – having attended the workshop and Expo, you're well on your way to enjoying the travel writer's life that you've been dreaming of.

Bonus Tip: This might seem obvious but it's worth stating... in order to attend the Publication Expo, you'll have to secure a seat at the Ultimate Travel Writer's Workshop in San Francisco this July 24 – 26.

And, right now, you can save money on your seat with our Early Bird Discount... Sign up by Tuesday, June 24, and take advantage of a \$300 discount -- that's money you can put toward your flight and hotel.

I encourage you not to delay. We only put on this event ONCE a year... and it always fills up quickly.

Secure your place at the Expo here: <http://www.thetravelwriterslife.com/sanfrancisco>