

**18 October 2014, BATW**

**Money: Making It in Travel Journalism, with Kim Grant**

**Common characteristics of successful travel journalists/photographers:**

Entrepreneurial drive  
Nimble & responsive  
Stubborn with focus & determination; unrelenting single-mindedness  
Niche & specialist  
Clear brand & messaging  
Fulltime  
Uber professional  
Pragmatic & practical  
Passion

**Ebooks:** Lee Foster is the expert

**Video:** Dick Jordan the expert

**Photography:** David Sanger the expert

**Print:** Example: Nameless Male Colleague

**Five Personalities**

- Brian Johnston (writerbrianjohnston.com)
- Lee Atkinson (leeatkinson.com.au)
- Tom Brosnahan (turkeytravelplanner.com)  
Generous google group: (groups.google.com/forum/#!forum/travelguidewriters)
- Sandy Friend (FloridaHikes.com ... SandraFriend.com)
- Hungry, Determined, Unnamed, Middle-age Writer

**Internet (websites)**

- Travelfish.org (southeast asia)  
Interview: <http://www.tnooz.com/article/travelfish-online-travel-guide-ten-years/>
- Japan-Guide.com
- Tom B: <http://writerswebsiteplanner.com/> (optimized hypertext)
- <http://blog.hubspot.com/marketing/deadly-reasons-websites-fail-slideshare>

**Blogs**

- worldofwanderlust.com
- <http://www.theexpeditioner.com/the-top-50-travel-blogs/>  
(includes nomadicmatt.com and gonomad.com)

**Video:** Example: Nameless Female Colleague

- <http://skift.com/2014/08/15/views-of-travel-related-youtube-videos-more-than-double-in-one-year/>
- [http://www.freewheel.tv/theroundup/papers/reports/freewheel\\_video\\_monetization\\_report\\_q4\\_2013/](http://www.freewheel.tv/theroundup/papers/reports/freewheel_video_monetization_report_q4_2013/)
- <http://reidontravel.com/2013/05/28/how-to-make-a-travel-video/>

- <http://www.thinkwithgoogle.com/research-studies/role-of-video-in-the-travel-shopping-process.html>

### **Opposite Approach: Do NOT Own “The Means of your Distribution”: Join a Platform**

- BucketTripper.com (visibility)
- SutroMedia.com (example of cautionary tale)
- BinduTravelPlanning.com (under construction)

### **“Working For The Man”**

- Taking your connections/expertise & move in-house
- Content marketing

<http://www.tnooz.com/article/four-seasons-takes-a-new-tack-with-pinterest/>

### **Social Media =>**

<http://www.eyefortravel.com/social-media-and-marketing/what-i-amsterdam-letters-teach-us-about-destination-branding-social-media>

<http://www.nytimes.com/2014/07/13/fashion/social-media-stars-use-instagram-twitter-and-tumblr-to-build-their-career.html>

### **Who are the influencers? (Hint: it's not travel writers.)**

<http://www.tnooz.com/article/so-just-what-does-social-influence-mean-in-travel-marketing/>

### **Kim’s Social Connections**

Twitter => kimgranttravel

Facebook => facebook.com/kimgrant

Instagram => instagram.com/kimgrant

LinkedIn => kimgrant1

(c) 617-901-9628

(c) 415-591-7731

kim@kimgrant.com

www.kimgrant.com