



# Fly Away Travel Writing Class

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*Module 4: You landed an assignment—what's next?*

## The anatomy of an article

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- *The lede: this is your opening paragraph, which is also discussed in Module 2*
- *The body: the rest of the story follows the lede*
- *Quotes: will you include them + who will you interview?*
- *The kicker: how will you end your story?*

## Interviewing

- *Many travel articles include quotes*
- *Who to interview*
  - *chefs, property owners, other vacationers, owners of places you're writing about*
- *Keep notes*
  - *Carry a notebook (or voice recorder) wherever you go so you can take copious notes. It's always better to have more quotes than less.*

## 3 things to always include in your article

- *A riveting opening*
  - *We discussed this during the week of The Pitch, but it's very important*
- *Who, what, where, when*
  - *This is basic journalism and it pertains to travel writing as well. Be sure to include all these elements*
- *Contact info*
  - *Readers will want to know how to book a trip so be sure to include phone numbers, web sites, pricing and any pertinent information. This is something the editor will discuss with you since each has his/her preference. Usually it's a separate box.*

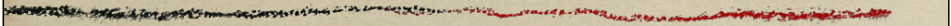
## Cultivating your own style + voice

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- *Your style will naturally emerge the more you write.*
- *Some books I recommend to further hone your writing:*
  - *The Elements of Style by William Strunk, Jr.*
  - *Bird by Bird by Anne Lamott*
  - *How to Write Irresistible Query Letter by Lisa Collier Cool*
  - *Writing Down the Bones by Natalie Goldberg*

## Hitting Send

- *You've hit send. It's time to celebrate! I believe in celebrating all of our victories. Meet a friend for dinner, enjoy a glass of Champagne...you've accomplished one of your goals.*
- *Then...do it all over again.*
- *While you're busy working on other stories, the editor will contact you once he/she has edited your story. You'll read it over and agree (or not) with the edits. Soon after you'll see your story published! Another excuse to celebrate.*

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- *This week's homework: If you still haven't landed an assignment, I'd like you to write a 1,000 word story, for practice. This will show you what the process entails. So take your pitch from "Module 2: The Pitch" and create an entire article based on your ideas.*
  - *Stop milling around—get writing now!*