



HOW TO WRITE AND SELF-PUBLISH A TRAVEL GUIDE

PLAN IT: WORKSHEET #6

DEFINE YOUR TARGET AUDIENCE

Before you start writing your travel guide you should confirm who you're writing it for. If you try and write for "everyone" you'll end up pleasing "no-one." The more specifically you define your target audience, the easier it will be to reach them.

1. Gender and Sexual Orientation?

Male, Female, Both,
Straight, LGBTQ

There's overlap between travel tips and advice across the sexes, but when you determine whether you're writing a guide for a specific gender or sexual orientation group it will help you assess what content will be relevant to them.

The more specific you can get in your content, the more your travel guide will *talk* directly to your core audience.

2. Age Range and Demographic?

Actual Age, Demographic
Group or Stage of Life.

Actual Age: you don't need to pinpoint an exact age, a decade-span is accurate enough (for example, people in their 40s or 50s).

Demographic Group: Baby Boomers, Gen-Xers, Millennials etc.

Stage of life your audience are at. Here are some examples: College Leavers, Empty Nesters, Just Retired, Just Married or Just Become Parents

3. Hobby or Professional Interest?

Chef, History Teachers,
Photography enthusiast,
Extreme Sports.

When you assign a specific profession to your culinary guide, it lets you know that you'll have to include a higher level of industry knowledge and expertise in the guide.

If you're writing for a specific hobby niche, your Angle will need to reflect this content focus.

4. Affluence?

How will their affluence
impact the travel choices they
make?

If you decide to write a destination guide aimed at travelers on a budget vs. travelers who want to splurge, then that helps you trim down the listings and information you need to include in your travel guide. As well as looking at the core demographics, you can also

5. Geographic Location?

Where do they live in relation
to your travel guide
destination?

The key for this decision is whether you're writing a travel guide for people who already live in the immediate area (and therefore have a specific level of local knowledge), or if you're aiming your guide at visitors who are new to the destination.

Get inside your audience's head:

As well as looking at the core demographics, you can also try to get inside your audience's head by contemplating the following questions:

- What personality traits do they have?
- What are they afraid of, or what travel concerns do they have?
- What are they looking for in a travel guide?
- What questions do they have?

TIP: YOU CAN'T PLEASE EVERYONE, BUT IF YOU KNOW WHO YOUR AUDIENCE IS, YOU CAN INCLUDE CONTENT THAT IS RELEVANT TO THEM. I LIKE TO VISUALIZE MY AUDIENCE AS AN AUDIENCE OF ONE, WHICH MAKES MY WRITING MORE PERSONABLE AND APPROACHABLE.



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DEFINING YOUR AUDIENCE

STEP ONE: CAPTURE THESE FIVE KEY ELEMENTS NEEDED TO IDENTIFY YOUR CORE AUDIENCE.

1. Gender and Sexual Orientation? 	2. Age Range and Demographic? 	3. Hobby or Professional Interest?
4. Affluence? 	5. Geographic Location? 	

STEP TWO: ANSWER THESE QUESTIONS TO GET INSIDE YOUR AUDIENCE'S HEAD

A. What personality traits do they have?
B. What are they afraid of, or what travel concerns do they have?
C. What are they looking for in a travel guide?
D. What questions do they have?



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PLAN IT: WORKSHEET #7

CREATE YOUR **DESCRIPTIVE STATEMENT**

STEP ONE: CAPTURE THE FOUR KEY CONTENT ELEMENTS YOU NEED TO CREATE YOUR DESCRIPTIVE STATEMENT.

1. What **LOCATION** will you write about?

2. What **TYPE OF GUIDE** will you write?

3. What is your **THEME?** (Broad)

4. What is your **ANGLE?** (Narrow)

STEP TWO: USE THESE FOUR KEY CONTENT ELEMENTS TO DRAFT AND THEN FINALISE YOUR DESCRIPTIVE STATEMENT.

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