



# HOW TO WRITE AND SELF-PUBLISH A TRAVEL GUIDE

## PLAN IT: WORKSHEET #7

### CREATE YOUR **DESCRIPTIVE STATEMENT**

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

HERE'S AN EXAMPLE OF THE FOUR DESCRIPTIVE STATEMENT INPUTS:

<p>1. What <b>LOCATION</b> will you write about?</p> <p><i>Cambodia</i></p>	<p>2. What <b>TYPE OF GUIDE</b> will you write?</p> <p><i>Destination Guide</i></p>	<p>3. What is your <b>THEME?</b> (Broad)</p> <p><i>Independent Travelers</i></p>
<p>4. What is your <b>ANGLE?</b> (Narrow) <i>Flashpacking guide. Older independent travelers. Backpacking experience but have the budget for comfort and extras. Focus on sightseeing, food, slow travel, cultural immersion and experiences. Stay for an extended duration and need itinerary ideas.</i></p>		

STEP TWO: USE THESE FOUR KEY CONTENT ELEMENTS TO CREATE YOUR DESCRIPTIVE STATEMENT.

HERE'S AN EXAMPLE OF A DESCRIPTIVE STATEMENT BASED ON THESE FOUR INPUTS:

**Descriptive Statement**

*My destination travel guide is a flash-packing how-to guide for extended trips traveling around Cambodia. It's aimed at independent travellers looking for a backpacking experience but are willing to pay more money than a budget traveller to secure some extra comfort and have an immersive cultural experience.*

**LOCATION TYPES:**  
 Village, Town, City,  
 County, State, Country  
 One of more destinations grouped together into one guide  
 Worldwide/Global

**QUICK REFERENCE LIST OF TRAVEL GUIDE CATEGORIES:**  
 Destination  
 Side Trip  
 Special Interest  
 Event Specific  
 Journey  
 Culinary  
 Advice  
 Other

TIP: YOU'LL NOTICE THAT THE THEME AND DESCRIPTIVE STATEMENT INCLUDES MENTIONS OF THE TARGET AUDIENCE AND CONTENT SCOPE, AND THESE IDEAS WILL BE FULLY FLUSHED OUT IN THOSE STEPS. FOR NOW IT'S SUFFICIENT TO CAPTURE YOUR HIGH-LEVEL IDEAS SO THAT YOU CAN KEEP THE DESCRIPTIVE STATEMENT RELATIVELY SHORT AND SUCCINCT.



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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.

DESCRIPTIVE STATEMENT DRAFT

DESCRIPTIVE STATEMENT DRAFT

DESCRIPTIVE STATEMENT FINAL