

Gone Travelling Magazine: Writers Style Guide

Thank you for your interest in writing for GoneTravelling.co.uk.

We are a young publication, but we have grand ambitions to be a go to resource for independent minded travellers for years to come. This means, we need you... Yes, your experiences and your knowledge are what will make [GoneTravelling](http://GoneTravelling.co.uk) a goldmine of excellent and indispensable information.

As such, there are standards which we are aiming for with regards to written content. We're sure you know how to write, so please don't feel aggrieved that we're telling you how to do your job. But, by following these guidelines you are more likely to get your article accepted for publication - plus we have to do *a lot less* editing to have your article ready to go.

First things first:

[Gone Travelling](http://GoneTravelling.co.uk) is a magazine - *not a blog*. What this means for you as a writer is that it needs to be less 'I' and more 'One'. Articles should be written in a journalistic style, not a bloggers first person style.

Example:

I went to the market at 9, just in time to see all the stalls being set up.

Preferred:

The market starts at 10, but if you arrive at 9 you'll see the stalls being set up.

However... Where possible avoid using [passive voice](#).

Example of passive voice:

The market can be seen from 10.

Preferred:

The market really comes alive at 10.

Superlatives

Using superlatives is OK in moderation. However remember that something isn't amazing to everyone...

Do not describe anything as:

- Awesome
- The best ever
- Phenomenal
- Incredible
- Etc...

These are not descriptive terms, but are an interpretation of your impression of them. As an example:

Example:

When I first saw the landscape I was blown away by how awesome it was.

Preferred:

The landscape is undeniably impressive; jagged mountains reach for the sky and pretty villages dot the valleys.

Paint a picture. Tell a story. If you can work a superlative in to an article in a genuine way then good on you...

Example:

The ramen in Japan is incredible.

Preferred:

The first time I tasted real Japanese ramen, I can honestly say it was incredible.

Instructions

No one likes being told what to do, especially on holiday. Our articles aim to advise, inspire and motivate - not instruct.

As such try to avoid telling people what they should do:

Example:

When you're in London you have to visit Buckingham Palace.

Preferred:

One of the most popular sights for tourists is Buckingham Palace, surely one of the iconic destinations in this city.

Word Count

We aim to have our articles be easily digestible in a few minutes. The bulk of our content is around 1000 words - some more in depth articles are up to 2000 words.

Try and keep your word count under 1000 words. This will help you be succinct and to include only important information. Remember, you're trying to inspire people to visit this place, so bite sized pieces of information are good.

Sentences should be around 20-30 words long. If you have a sentence which is mostly punctuated by commas, take a look at it and see if it can be broken down into 20-30 word segments. Try reading your article out loud and see how it feels. This will give you an idea of how it feels to read. If it takes some effort to read, go back and give it an edit.

Subheadings

Subheadings are good. They mean people can see what they're about to read and if they're scanning they can find a section they are particularly interested in.

Try not to exceed 300 words between subheadings. If you do, it's not a problem, but it is good practice for keeping your information succinct and keeping you on subject.

Inform! Surprise! Teach!

We all like it when we finish reading something and we feel like we've learned something new. Try and hit the reader with a nice fact or something they can take away and share.

It might be something simple like the amount of visitors to a destination per year. It might be a historical or literary reference. Whatever it is, try and include it.

This isn't a deal breaker, but a very nice to have...

Research

Good research is key to a good article. Even if you've been there, double check the facts. Just because some guy in the bar there told you, doesn't mean it's true!

It takes a moment to verify if a fact is true or not. Also, your memory can play tricks on you so if you were in a place a few years ago, take a glance at Google Maps or TripAdvisor and jog your memory. You might dig up something that you forgot about...

Shareable

As mentioned we're new kids on the block and as such we are trying to create content that people want to share. The more they share, the more we grow, the more we hire you and hopefully the more we can pay!

So, pardon the superlative, but... Make your content awesome!

Make it about cool places that people will want to visit. Make it about things that you love doing. Make it about a trip that changed your life...

And then share it with your friends, put it on your Facebook, your Twitter... Hell, print a T-shirt with it on when you're next in Hoi An.

Pitch

We're open to pitches so feel free to email us; hello@gonetravelling.co.uk. We are Oli and Mike (usually Oli who is the editor) so don't be afraid to send titles.

We prefer if you send titles and synopsis of articles first, rather than full articles.

Example:

The Top 7 Things Tourists Should Do In Taiwan - 7 of the less obvious things you can do in Taiwan that are still awesome.

OR...

The 10 Things You Can Do In NYC For Under \$10

If we like your pitch, we'll say yes and then you write it and hey... You're published. In theory.

Read

If you haven't had a read of the site then definitely do before you pitch.

Gonetravelling.co.uk

Also, by reading more travel writing you can improve your writing style. And maybe hijack some articles too... Other sites to check out include:

Travel+Leisure

nomadicmatt.com

Wanderlust

Guardian Travel

<http://www.telegraph.co.uk/travel/>

We want you to grow as a writer as we grow as a site...

PAY

You wanna get paid. Of course you do, all this globetrotting doesn't pay for itself does it.

Our pay level varies as the editors and site owners are currently using their own (meagre) funds to get the site up and running. So, one month we might be able to pay better than another.

The site is packed full of affiliate marketing links which will, eventually, result in an income stream.

We pay (mostly) by PayPal so please provide your address when you submit an article. If you want a different format, check first.

Thanks

...For getting in touch and your interest in writing for us. We're looking forward to reading about your travels, so pitch away!