

Devin's

TRAVEL

for

Free

Must Have Inspiration

The Golden Rules for Getting Started!

From the Editor of

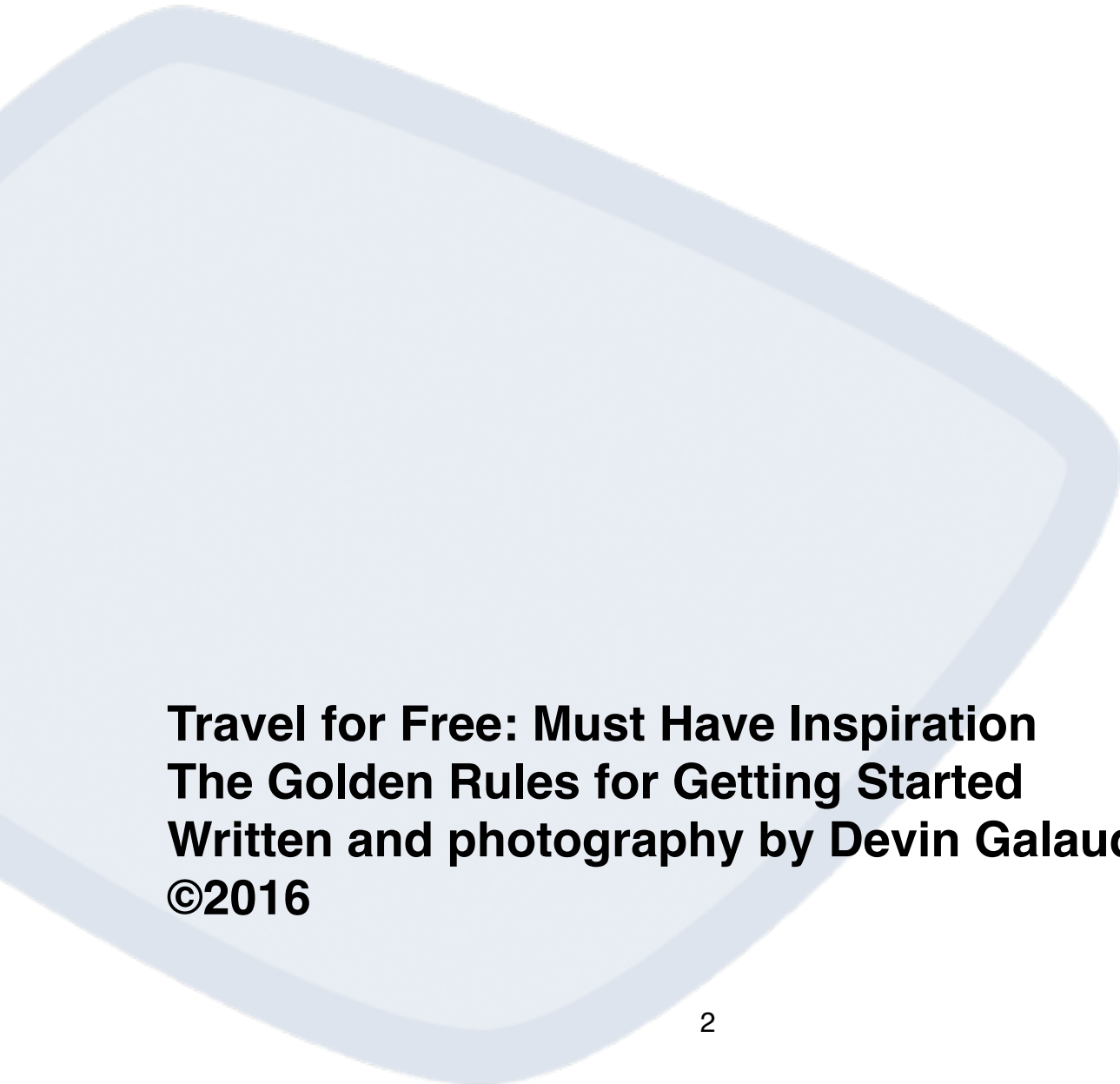


InTheKnow

T R A V E L E R

Suppliment to
The #1 Secret

By Devin Galaudet



Travel for Free: Must Have Inspiration
The Golden Rules for Getting Started
Written and photography by Devin Galaudet
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Call me Sir. Ha!

Over the last fifteen years, I have visited over 50 countries for free on six continents. I have been to film festivals, hotel openings, and received exclusive access to museums and ruin sites. I have helicoptered, zip-lined, horse-backed and trained it. I have hiked in an active volcano. I have participated in Mayan rituals and kava kava ceremonies. I have watched hundreds of native dancers at Citrawarna in Malaysia along side Malaysia's king. I have debated politics on a lonely country road with a Sandinista in

Nicaragua. I discovered the most perfect island in the world at Aitutaki. I visited the store that sells giant underpants to sumo wrestlers in Tokyo (yes, there is such a place). **I was knighted in San Marino.** I proposed to my wife while I was on Safari in South Africa, and I have stood on the Polar Icecap – yes, it is melting. And these are only some of the incredible adventures I have had the good fortune to experience. And all of it for free.



In an Active Volcano in New Zealand

There is nothing quite as inspiring, memorable, and life affirming as travel. We all want to do it – sometimes as often as possible. Maybe it's the way the air smells different far from home. Perhaps, it's the contrasts between cultures. Perhaps it's the exhilarating sense of adventure we feel when we go somewhere new.

Most of us assume that having the journey of a lifetime costs a boatload of cash or is far out of our reach. This assumption is flat out wrong. I know because I have done it. A lot! And I know dozens of people who do this regularly. And you can, too!



Kava at a Sevu-Sevi in Fiji

I'm about to tell you how I did it, and how I continue to travel the world for free.

In my last ebook, you learned about a huge profitable travel industry. I discussed the people who make decisions to send travelers all over the world for free. They want travelers to “taste” big cities, small towns, 5-star hotels, restaurants, airlines and attractions. If you have not read it yet, you can still download this guide [here](#).

Do these trips include dumpster diving, couch surfing, hidden costs and other deceiving aspects? No. We are talking high-end luxury travel. Tourism professionals genuinely want you to have the best time and will spare no expense to guarantee a memorable trip. This helps create great stories, videos, and photos for their future promotions.

If you read my entire ebook, you discovered how easy it can be to get great trips just by making friends with tourism boards. It's straightforward to do, by writing an email or calling on the phone. Sounds good, doesn't it?

Is this all you need to do? Just reach out to the right people and trips will fall from the sky? For some, yes.

Yet, there are a few key points in getting the job done, not just for a single trip, but for the long term.



So, How do you Get Started?



Golden Rule of Getting Start #1: Be ready to go, before you think you're ready.

Let me tell you a story about my experience getting started, which covers both for the short and long term.

My first trip came through my main travel web site, In The Know Traveler. At the time, In The Know Traveler was barely an idea. I was told by my webmaster that the web site would be up and running in six months. This was fine with me, because I figured it would take at least that much time to develop relationships, content and tech skills. I wanted the web site perfect.

Then, I found myself at a press event for Asia. It was a big muckity-muck event. There were lots of tourism and travel dignitaries dressed in suits and business dresses.

I sat at a big, round table next to the Tourism Director of the Philippines and lunch was about to be served. Not surprisingly, she asked me what I did. I told her I was a writer. A description I really didn't believe in at the time. I also told her I was nearing the launch of an "incredible" web site called In The

Know Traveler. I waved my arms as a spoke to emphasize my enthusiasm.



Somewhere in the Philippines!

Truthfully, I didn't have a firm idea what my web site should be like. I knew I wanted to be able to write about my travel experiences. Some of these experiences were likely not going to be picked up by other magazines. While I considered myself a new travel writer, I had learned to give editors what they

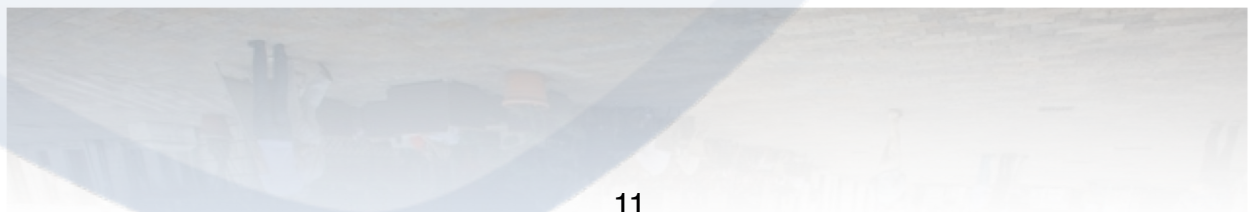
wanted -- rather than what I thought was an important story. However, this did not mean I only wanted to write what they wanted me to write about.

She told me, “If you have your web site up in 10 days, I will take you to the Philippines. I need someone on the web.” There was a huge travel industry event coming up in Davao City. My choice was I to post a half finished site with almost no content or wait until all my site’s ducks were in a row.

I called up my partner and asked, “How soon can you get the site live?” He said, “same thing. Five, maybe six months.” I said, “I know, but what needs to take place to get it done right now?” I explained the situation. After being warned that the site was not nearly ready, I took a chance.

I found myself in Davao City, in the Philippines, trying durian fruit for the first time. Durian fruit is like a spiky football and offers the tag line, “It smells like hell and tastes like heaven.” Actually, I found durian tastes like a dry heave waiting to happen. And yes, the smell is horrendous but worth the experience, as outside of Southeast Asia the flavor is hard to come by. I ate rambutan, mangosteen, balut and other unusual foods in the Philippines.

During my visit, I wrote stories and took pictures and described the many things I loved about the Philippines. And, most importantly, the director of tourism was happy. With her help I made contacts with tourism folks from Thailand, Singapore, Macao, Japan and others. And I eventually visited all these countries and many others.



Take Imperfect Action

For the short term, I took necessary, imperfect action. This is an essential tip. Even though things were not perfect, or even the way I planned, I went ahead anyway.

Does this mean you need to be a “travel writer” or web site owner to travel for free? No. It means, what travel writers and sites owners do inspires decision makers to send them around the world. What inspires decision makers? Travelers who provide promotional value. Writers, bloggers, videographers, town criers, and many others can all promote travel.

Value means giving exposure to the destination, hotel or restaurant. Some forms of value include marketing, social media, creating videos, writing articles, doing interviews. Really, the choice is up to you.

For the long term, I did exactly what I said I was going to do by writing articles and taking photos about the Philippines with passion.



A Good Idea Goes a Long Way

Golden Rule of Getting Start #2 Sometimes even the possibility of offering value is enough.

Sometimes a grand idea goes a long way. It was not that long ago that I told many tourism boards that I would be traveling with my wife and visiting their country. I planned on writing stories and featuring their cities. I told them about the scope of my visit. Then before I signed my email, I said, almost as an aside, "...and by the way, do you know a shady glen

and a hobo? My wife and I are getting married 100 times in 100 countries.”

A couple of contacts responded, “We don’t have hobos here.” Most, however, said, “Wow! That sounds amazing. We would love to help you with that.” And they did!



Wedding #8 in Bled, Slovenia
Yes, that's the mayor of Bled

So always remember creativity counts.

Creativity counts because there are a million people calling themselves travel bloggers, who all say, “Have camera will travel!” As an editor and someone who decides who goes on trips, I can tell you I cannot click the delete button fast enough. I am always looking for a unique ability or perspective. I am no different than any some at a tourism board looking to fill a trip or who needs to decide to grant your request.

So what should you do? Find a void to fill. Or a niche that others could be doing a better job at. Do it bigger and better than what others are doing. Do it like no else has been doing it. Be bold and perhaps provocative. Not only will you stand out from the crowd, you will also be more useful as you specialize your talents. If not, and you really are a good blogger and have a camera, say it your best way. Describe yourself so you are unique, memorable and useful.

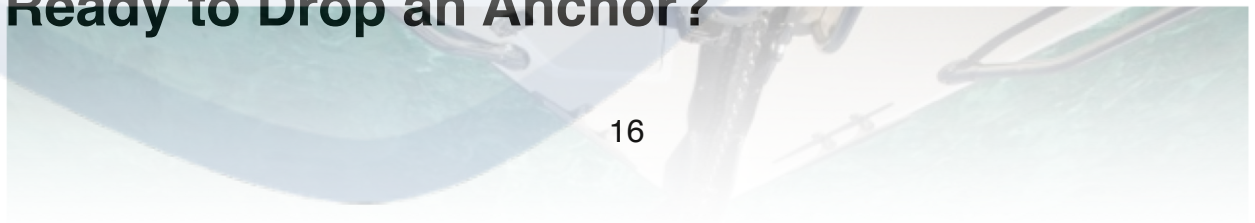
This leads me to **Golden Rule of Getting Start #3**
Know exactly what you bring to the table.

To promote travel, France shows off the Louvre, the Eiffel Tower, the Arch de Triumph, and creamy sauces poured over other delicious things. You need to know exactly what you bring to a tourism board that makes you special. Everyone wants to be inspired by enthusiastic truth. What is your truth?

It is also easy to do what you say you'll do when you are crystal clear on what you offer. There are no misunderstandings.



Ready to Drop an Anchor?



Here is what I say to industry folks:

For the last 12 years, In The Know Traveler has covered 189 countries across the globe. We provide first-hand original stories, videos, photos and interviews to inspire travelers to see more of the world.

And I have another dozen variations on this theme depending on who I am talking to and what I want to achieve.

Golden Rule of Getting Start #4: know exactly what you want to receive

Do not contact anyone until you know what you want. Tourism boards receive a lot of requests. Never look like you don't know what you are doing or what you want. Always get to the point quickly and be clear about what will make your project work. Now that you know what you are bringing to the table, I suggest always framing your request to feed what you offer. If I want support for a family trip, my focus will be serving an audience interested in family travel.



Enjoy the View

Golden Rule of Getting Start #5 Contact them only when needed

Never reach out to a tourism contact unless you have a specific goal. Start by asking to be a part of their media contact list, after you explain what you do and how you can help them. A good idea is having a short elevator pitch ready at all times of

what you do. Then, be prepared to ask for exactly what you want.

Here is a short list of some of the things tourism boards can help you with.



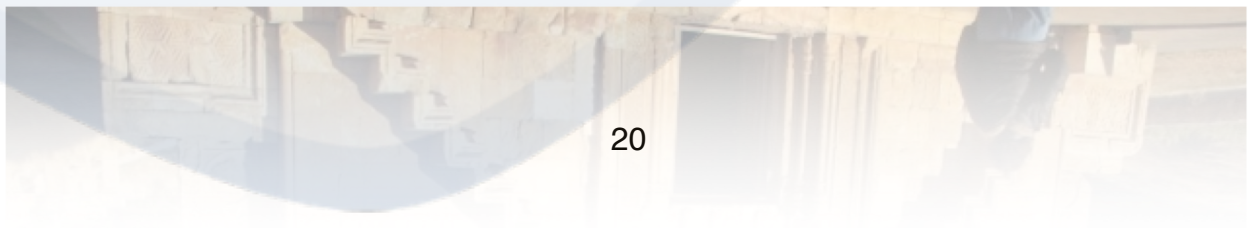
- Information and brochures
- Hotels
- Rental cars
- Airfare (although this can be harder to come by)
- Tour guides
- Admission to museums and attractions



- Restaurants

- People to interview
- Access to more contacts within their range of oversight
- Story ideas

And here is a **bonus tip**: The perceived value becomes real when delivered.



Next Steps

What you have read so far will get you started on the road to free travel. However, as you might suspect there is always more to learn to give yourself every advantage. Do keep an eye on In The Know Traveler for our next installments on how to travel for free. Also check out our webinars to get you doing what I have mastered.

Thoughts on fear

Finally, there will be people reading this and thinking, “I can't do it. Who am I to offer promotional value?” Then they give up on a rewarding and mutually beneficial relationship. **DON'T DO IT!** Don't listen to the voice that will keep you from fantastic experiences and travel opportunities. You can travel and reach the goals you have in life. Most of what you believe about yourself is none of your business anyway. Trust me, I've had the same thoughts, too. When I listened, I only derailed myself from getting what I want and deserve.

Here's my secret strategy for moving forward: write down all the wacky ideas you have to be helpful to

the travel industry. Brainstorm! Throw out the first five ideas you come up with. Good brainstorming will require a little digging. Then just start making contacts.



It's Action Time

Here are the Golden Rules for Getting Started game plan

- Be ready to dive in

- Brainstorm and plan to throw out early ideas
- Focus on being helpful, creative and unique
- Take imperfect action
- Reach out to the marketing departments of tourism boards
- Get on their media contact list
- Know what you bring to the table
- Know what you want
- Know that perceived value is real when delivered





The Travel for Free Webinar is Coming!

Is there more to know? Of course there is. There are endless opportunities. Find out more at In The Know Traveler. Also look for my special webinars, where I dive into the details to get your started traveling the world for free.

Traveling for Free is Memorable

FYI, I took all of these pictures featured here while I visited in San Marino getting knighted; White Plume Island in the volcano in New Zealand; Kava in Denarau, Fiji; Mtskheta Church in Georgia; Davao City, Philippines; Kotor, Montenegro; Sydney Harbour, Australia; wedding #8 in Bled, Slovenia; Sandy Island, Anguilla; food in Tegucigalpa, Honduras; Noravank Monastery in Armenia; Nuuk, Greenland; Midlands Meander, South Africa and the border crossing into Lesotho.

