

# Caroline Griffiths

Caroline Griffiths, Ltd.

745 Flamingo Lake Pl.

Boca Raton, FL 33457, USA

## Freelance Travel Writer



Caroline spent time as a journalist in some major newspapers and magazines over the last 20 years. Her way with the English language has led to several feature assignments covering a range of topics from local politics (in Chicago where she wrote for the Tribune) to Baltic Luxury travel for Conde Nast Traveler. Travel writing has become her speciality, with a strong focus on family traveling with pre-teens. In fact Caroline considers herself to be the world's foremost expert on family traveling.

When blogging and online publishing first hit her radar Caroline dismissed it as an

***I'm really good at what I do and I want to share that with people.***

amateurish format lacking in credibility and meaning. Over the years though, she's softened her stance as she's started to go after

assignments offered by online publishers.

Caroline finds the most frustrating activity for her professionally is pitching new stories to publishers. As near as she can tell most publishers don't seem to know the slightest thing about what the public really wants or what makes a good travel feature. She's been giving some thought to how she can get out from the story pitching requirement and thinks there might be some opportunity in creating her own blog to get her stories out, develop a following, and earn her take home pay.

While happy with the idea of blog in abstract, Caroline doesn't see how to get started. She's perfectly happy putting in the work needed to get it up off the ground but she's not sure how to build a following or how to monetize her work.

Vitals	
Female	52
Freelance Writer	Boca Raton, FL
Divorced	\$58,000

Goals
No longer have to pitch stories
Build a following for her travel stories