

TRAVEL THE WORLD FOR A LIVING

WE MEET THE WOMAN WHO QUIT HER 9-5 JOB AND TURNED HER LOVE OF TRAVEL INTO A CAREER.



If you have a passion for travel, you probably dream of travelling the world, but have you ever considered making it your job? Jess Gibson a.k.a The Travelista, is a 26-year-old award-winning travel blogger from York. From Bali to Belize and Cape Town to Guatemala, Jess takes at least 12 overseas trips per year for work. By thinking 'outside the box', Jess' dream job has become a reality, and she reveals how you can do the same.

FIND YOUR NICHE

"There are plenty of travel blogs already out there, so you need to find an angle that makes yours unique," Jess says. "Whether it's about travelling on a shoestring budget or the diary of a luxury jetsetter, pick one aspect of travel and position yourself as an expert in that field."

GET TO GRIPS WITH SOCIAL MEDIA

"Blogging would be impossible without the world of social media," Jess admits. "Use your channels to gain exposure and promote your content. Twitter and Instagram are essential, and Snapchat is brilliant, too. Don't be afraid to put yourself out there."



*The Italian Job.
Jess on one of her work trips to Ischia, Italy.*

'BE CONFIDENT IN YOUR ABILITY AND JUST GO FOR IT'

CREATE BEAUTIFUL CONTENT

"Beautiful and inspiring content is at the heart of every successful blog. Concentrate on good photography and think about creating content that can be a helpful resource to your readers. I often share travel tips and recommendations on my posts to help others plan their holidays," explains Jess.

INVEST IN YOUR EQUIPMENT

"You can set up your travel blog without spending a penny by using platforms such as Wordpress or Blogger. But if you're going to invest in one piece of equipment, make sure it's a good camera. I use a Panasonic Lumix DMC G6 and take it everywhere."

START WRITING!

"Publishing your first post is the scariest part of setting up a blog, but my advice is to just go for it. Be confident in your ability and be proud of your work. You don't need to travel frequently to write about travel. You can draw on past experiences and share advice to begin with."

BE CONSISTENT

"Set yourself realistic posting frequencies and stick with them. Start by doing one blog post per week and plan what you're going to write about in advance. It's also important to be consistent with social media posting too," says Jess.

*The Amalfi Coast.
All in a day's work for blogger Jess.*



Jess has explored the Mexican marvel of Chichen Itza on her travels.



FOLLOW OTHER BLOGGERS

"Following other bloggers can really inspire you. Don't copy their ideas, but look at what they do well and apply these elements to your own blog."

LEARN TO SELL YOURSELF

"If you want to turn blogging into a career you need to be business-minded. Pitches, proposals and learning to sell yourself are all part of the job. I'd recommend creating a professional 'media kit' to send out to brands you want to collaborate with."

SHOW YOUR PERSONALITY

"The way to grow a loyal following is by showing your personality, and that you're a real person. Some days will be more boring than others, and that's ok. I tell my followers when I am having a desk day as well as when I'm hopping on a flight. Be honest with everything you do and the loyalty of your followers will grow."

BE PREPARED TO WORK HARD

"Building up a successful travel blog takes years of dedication before you can start earning real money from it. Ultimately, it has to come from a passion for travel and if your drive is genuine and your audience is engaged, then the paid work with brands will eventually come."
Follow Jess on Instagram @TheTravelista and visit her blog thetravelista.net