SO, YOU WANT TO BE A BLOGGER?

Jsky talks to (women's magazine) about making it big, the tricks of the trade and following your heart.

Written by Jess Holmes

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Walking into the room to meet Jsky was like auditioning for a place on the X Factor. A spotlight illuminated a white chair in the dimly-lit room where the self-made media personality, blogger, DJ and fashionista should have been. Instead, he was stood amongst a gaggle of journalists at the back of the room, hand on one hip, swigging nonchalantly from a plastic cup of red wine.

As the newly elected Features Editor of La Vida magazine and a breadth of experience in TV presenting, it was clear that 23-year old Jsky has a lot of experience in the industry. Listening to him speak, I was intrigued by his professionalism and wisdom. It was clear that being a mediamogul runs in his veins. "Hiya," he says with a warm smile "would you like some wine? I'm having some."

Immediately he made me feel at ease, chattering away about his humble upbringing in Bury, Greater Manchester. I don't know if it was the cheap Merlot or laughing about our matching New Balance trainers, but it didn't take long for Jsky to open up about his life as a blogger.

"In 2011 I won a competition to become an 'E4'er' with Channel 4," he says modestly, twiddling with his diamante earring. "I got to continue blogging on-set and they'd pay for me to come to London - it was mad because I'd never won anything."

The competition provided amazing opportunities while simultaneously promoting himself to the masses. "I got tickets to review a Lady Gaga show and while interviewing people backstage I'd tweet a photo with them. Then before you know it, you've got 10 photos with someone famous."

Jskys blog jskychat.com has racked up over 190, 000 unique hits- and counting. His posts cover not only what's hot in fashion, but also music, celebrities, nightlife and events. With such a busy schedule, he often uses his Twitter and

Instagram accounts to update his fans on his whereabouts (and post a shameful amount of selfies).

The media mogul has often been pictured on arms of the TOWIE and Hollyoaks casts, sporting his signature androgystic look: a bold afro, guyliner and statement earrings. Despite his fashionista image, Jsky reveals that it has always been about the music. With catchy new single LIV out in April, his self-penned electronic R&B music has always been the main focus of his career. "I shouldn't say it but I used to hate fashion. I studied popular music production at uni and set up my blog to get my music noticed, but people recognise how I dress and assume that I'm fashionable, so I kind of live up to their expectations."

The people pleaser always has a finger on the pulse, I wondered about the secret behind his confidence. "My secret is a book called The Secret," he laughs, referring to the worldwide phenomenon by Rhonda Byrne, "but it works! On a night out, I think of the best-case scenario and if you've got it in your mind, you sort of attract it. When I want to attract celebs I'd come across as 'one of them' by dressing up to stand out- so I kind of built it through their language."

Opportunities continued to snowball when Jsky wowed audiences presenting at Vogue's Fashion Night Out in Manchester in 2013. Meanwhile, his blog jskychat.com began to attract viewers from all over the world. Last year, Jsky reached the peak of his career when he landed the role as Features Editor for free fashion and lifestyle magazine La Vida, interviewing world class celebs such as Wil.I.am, The Saturdays and Dynamo. However despite the new label, the entrepreneur is adamant on staying true to his blog. "When a blog is a representation of yourself, it means that when a company or brand doesn't want to work with you anymore, you have other options. You can take your contacts, knowledge and experience with you."

Putting the 'follow-your-heart' cliche's to one side, the intelligent star certainly has his feet on the ground. In an exciting new venture, Jsky will hit our TV screens in a new series of Channel 4's dating show First Dates, starting in March. Set in a restaurant, the reality show captures all of the awkward encounters of a first date, from flirtatious grins to cheesy pick-up lines. "I've never seen the show," he admits candidly "One of the reasons why is I didn't want any preconceptions about what will happen."

Having been single his whole life, the self-made star is quick to list what he looks for in a partner. "My ideal partner would be someone who is ambitious and driven," he says adamantly, listing each quality on his fingers. "Someone I can go out on the town with, but also introduce to my mum."

With so many achievements under his leathercrafted belt, we are sure to be seeing more of Jsky. He has built his success from an undisputable passion and a hunger to always aim higher. With the risk of losing his identity as an independent blogger, he believes sticking to what you enjoy works best.

"If you are not getting the opportunities that you want, you have to think: what am I doing now and what am I doing differently? And what are other people doing what I want to do? I'm always learning, I don't think I'm ever going to get there but I'll just keep climbing."

Aspiring bloggers, take note!

- Channel 4's First Dates starts 6th March 2015 at 8pm #firstdates
- Jskys new single 'LIV' is available on iTunes April 2015.

Keep up with Jsky at jskychat.blogspot.co.uk

