





behind the vlog with jess conte

Jess Conte is a 23-year-old Australian YouTuber living in dreamy L.A. (Los Angeles), California.

You might remember a video of a dad and son making music together in their kitchen. Both wearing sunnies, the dad plays the trombone to the beat of his son vigorously slamming the oven door while headbanging. Guess what? That's Jess' dad and younger brother Toby. When Jess uploaded that video to her YouTube channel, the views skyrocketed!

"My channel quickly hit 1,000 subscribers, then 2,000 subscribers. I couldn't believe it! I didn't really know much about YouTube at the time. Back then, I just loved creating videos for my friends and family," she says.

She now has a following of 2.2 million subscribers on her channel, where she

posts song covers, introspective videos and challenges.

"There is so much negativity online, so I love having my own little space on the internet."

Not only did YouTube serve as a turning point in Jess' life, so did Instagram, where she met her husband, Gabriel who lived in L.A.

Several months into their relationship, Gabriel proposed to Jess in America... and she said yes! They married at the end of the year in the rolling hills of Maleny, Queensland, before jetting back to L.A. where they began their new lives with rings – and cameras – on hand.

What's it like living in L.A.? Living in L.A. is awesome. You can drive to the snow, beach, desert or mountains – it's so diverse! I've been living here for two and a half years now. It was definitely a big adjustment to begin with. It can get pretty lonely. It's hard to find solid friends out here. Gabriel and I are so thankful for the friends we have.

What are some highlights so far? I've been given incredible opportunities – it's hard to pick a favourite! I pinch myself whenever I get to walk a red carpet, for a movie premiere or big award show. In those moments, I think back on how I'm just this ordinary Australian girl at this awesome event, side by side with people I'm inspired by and looked up to as a kid.





One definite highlight is the impact our videos have had on people. I've met subscribers who said our vlogs help them with anxiety, or their parents are fighting. For others, it's inspired them to be kinder or helped them grow in their faith... that always blows me away.

What's a memorable encounter you've had with a fan? Oh gosh – the first thing that popped into my head was something I received in my PO Box one day. Somebody I'd never met asked me to be a bridesmaid at their wedding! It was this gorgeous package with a wine glass, nail polish, and a letter which said, 'Will you be my bridesmaid?' I couldn't believe it! (I politely declined.)

What challenges come with putting your life online? I think the two main challenges would be privacy and the criticism we face. A few years ago, we lived at a house people knew the location of. So strangers would walk up to our house and ask for photos. I remember one time people were hiding across the street behind a tree.

We love sharing our lives online, but some people think this gives them a right to know everything, and tell you what's best for you. This usually comes with hateful comments, whether it be your haircut, your teeth, your food, or your body – a lot of people won't hold back! There's a saying I often remind myself

of – 'If you don't know them personally, don't take it personally.' It definitely helps.

What advice do you have for people looking to break into YouTube? When I started my channel, I had no idea it could be your job, and I think a lot of people can see the glamorous side of it – working from home, travelling, having followers – and only want that. But trust me, having followers is not the same as having meaningful community in your life. Make sure you want to build your channel for a specific reason – whether you're a singer, dancer, you love editing or you're passionate about a particular topic. Do it because you genuinely want to share something with people.