



Case study

MEET SOUTH AFRICAN TRAVEL WRITER,

Lerato Bambo

Lerato Bambo is a South African travel blogger. She spends two to six months in South Africa, the rest of her time is spent travelling the world writing blogs and travel pieces for various brands. By partnering and collaborating with brands, she has been able to make writing a career. Her blog, *Life from a Bag*, is a collection of tips on living abroad, travelling on a budget and visa-free destinations for South Africans.



How and why have writing skills been so important in your career?

Writing skills have been important in my career because these skills have enabled me to run a location-independent writing business and travel around the world. My goal has always been to work, earn money, and travel the world. Now I am able to live anywhere I want while I write for my own website, for different clients and now I'm also working on a book.

What are your top tips for students to help them develop their writing skills?

Write every day on paper, instead of typing things out. You can write about anything, your day, something that made you happy, or even what you ate. I also aim to read a minimum of two books a month, I also read some pages out loud.

The more you read, write, edit and proofread, the better you get at it.

What have you done to improve your writing skills over the years?

I have improved my skills by journaling every day, signing up for writing courses, reading on a

regular basis, I also only listen to audiobooks and podcasts, and I take language courses in different countries (there are free apps where you can learn new languages).

When I lived in Ireland for a year, I signed up for Irish lessons at a local library and we would meet in the evenings to learn how to speak and write basic Irish. When I spent a year in Bali, I did the same. Bahasa was one of the most interesting languages I've learned.

What is your writing process?

My writing process starts with keyword research. It's important to put yourself in your readers' shoes and anticipate their questions. Most of my articles are guides to help people who want to travel or work abroad, so I start by researching common questions, and then I try to solve the readers' problems based on my knowledge and experiences.