

Celebrity CV

as seen on FHM

by Khyne Palumar

Translated to English by Lalissa Singson

Name: **Ian del Carmen**
Occupation: **Entrepreneur**
Age: **30**
Education: **Centro Escolar University at Malolos, Bulacan
(AB Mass Communication)
St. Mary's College, Meycauayan, Bulacan
(AB English)**

WORK

1995 Service Crew, McDonald's

"I only lasted for two months. It was my first job and I was in my freshman year in college. At the time, I was also an 'Avon Lady'. I bring booklets door to door. Then, there was also a posted sign on our house."

1995-1997 Writer/Stage Actor, Metropolitan Teen Theater League

"I was also able to make it to PETA's teen theater. It was already my passion to write and to observe, so from there I was able to pick-up some ideas. When I was given scripts, and when the National Commission of Culture and the Arts gave a grant, the first stage play I wrote was directed by one of my idols, the late Khryss Adalia. It won award."

2003-2004 Writer/Segment Director, Pinoy Big Brother

"My entry point in TV was an extra. The first show I wrote for TV was Pangarap Kong Jackpot. The biggest break I got was when I became segment director for the first Pinoy Big Brother."

May 2006-To Date CEO and Internet Marketing Consultant, Fireball Planet Corporation

"The internet marketing and E-commerce industry is still young, especially here in the Philippines. Whenever I say that I am in the internet marketing, I'm always asked: 'Where is your internet shop?'"

E-What?

Our bread and butter is E-commerce. We have online stores like fireballbooks.com, fireballsoftware.com, fireballmultimedia.com. The principles are just simple and it's the same business as any store, the difference with this is that it's online. The best thing about this is you don't need a stock from the traditional inventory.

Offline

While writing for TV, I was looking for a freelance work. I said that I will burn in a CD my scripts which aren't produced yet. So I burned my first 100 CDs and I was able to have them consigned by MagNet. Out of the 100 which were distributed, I was able to sell only two. So, I surfed the net and researched. The "A-ha!" moment was when I chanced upon downloadables. At least with that, you'll only post your product in your webhosting, and someone will log in to the site, they will buy it, and click – pay! The e-book will be acquired automatically. The hook on the internet is instant gratification.

Plugged in

I was able to find e-books which were packaged to 50 books for \$9. Not bad for an investment, so I used my credit card to try it. Among those which I have bought, there are additional free books authorized for re-sell. The first book I sold online that I got for free was \$27. I hired my cousin who was working for a software company. I told her to join and I'll get even with her salary. In a week we were able to make one million pesos.

Set your own pace

When you think about it, the money here in the Philippines is only circulated among us. Why will you sell your products to your fellow Filipino when you can get loads of money from Uncle Sam? Right now, I'm focused with consultancy. After doing the business for a year, I'm now helping Filipinos here make money off their businesses, so they will have an online presence plus online marketing strategies. Like for example, the restaurants; promote it through a website where clients can make pre-orders and reservations, that way you have passive recurring income apart from the actual business dealings.

Wish upon a ball of burning gas

My Philosophy is similar to *The Secret*. I think in everything else, it shall be that way. You have to think positive. I always kid my wife telling her that I will be able to buy a car. And I did. The first big purchase I did from this business is my Fortuner with a Fireball license plate.

Yes you can

The good thing about this business is that your income is unlimited. It's not fixed on how many pesos a month. While we are still young, we were already taught to be employees. Upon graduation, the first question to you would be: Where will you work? Not "what kind of business will you venture into?" With e-commerce, an internet connection, find a market, make a product, or find someone who makes that product for them. And get paid through a payment processor that wires your money to your account.