

GO MAKE YOUR FIRST MILLION LIKE THEY DID



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# NEGO SYO

## 55 Joey Concepcion's Inspiring Stories of Women Entrepreneurs

Foreword by Tessie Sy-Coson and Lessons Learned from Vivienne Tan



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DIANA LIMJOCO:

## Just a click away

BY ALEXA VILLANO

For others, life begins at 40. But for some, there is more to life even after 50. Take Diana Limjoco for instance.

Diana believes that age should not be a barrier in doing something — this includes learning the nitty-gritty of the Internet.

Through the website that she put up for Nu Bra, it became a bestseller and has been sold successfully all over the US and other parts of the world. Upon the introduction of the product alone, 700 orders came on the first hour and phones were ringing non-stop.

She was already in her fifties when she decided to be Internet-savvy. "I started learning websites for my family site. But then, I couldn't find my family site on the Internet," she narrates. "So I started to learn search engine optimization (SEO). Through that, I learned a lot."

Since she was already interested in the Internet, her cousin Dennis Patterson encouraged her to enhance her online skills by learning web designing. It was another cousin, Joel Pastor, who helped her put up her first website until she was able to get the dedicated web servers to maintain the sites.

Little did she know that it would also be at cyberspace that she would meet her future husband and partner. Diana was in Arizona when she saw New Mexico-based Dave Dewbre and the e-commerce site he put up on the web. They got in touch and Diana offered her web designing services to Dave, an e-Bay

specialist. "I told him, 'Let me make you a website.' Because I was good at search engines, his site later on became number one for everything," she relates.

With her background in television production, Diana used the media to promote Dave's products. She suggested to him to sell something so he could earn money from it. Then came the stick-on bra. Dave sent it to her and Diana decided to try it herself.

"I went swimming, I exercised and the bra would not fall off," she shares. Diana was impressed at how the bra would stay on so she bought all the domain names on Dave's behalf. She also asked a writer friend to make a press release on the material. "I sent the sample product and the article to Oprah, Fox Channel 11 and just hope it would succeed."

