

Try a Little Imperial for Fun and Profit!

By Mike Phillips

Advertising is almost impossible to avoid on the Internet. Pop-ups and pop-under ads are almost universally annoying; so much so that a whole subset of software has been created to thwart them when you are browsing. Even social media like Facebook and blogs are not exempt, where the users presumably earn a few pennies for letting ads squat alongside their attempts at deathless prose. It's important to keep in mind that they have to choose to allow advertising to appear on their page to earn their pennies.

The interesting thing here is not the "pennies," but how the advertising also becomes a part of how these minor entrepreneurs are representing themselves to the world. Their deathless prose and profundities get mixed up with a bunch of ads and says, "Here I am world, this is who I am." The result can be disconcerting for the viewer, like the first time I saw political statesman Bob Dole shilling Viagra for Erectile Dysfunction.

Now there is a local blogger who writes that he is looking for work. Fair enough, maybe even true. So how is this self-proclaimed genius representing himself to prospective employers? After all even the dumbest potential boss probably knows how to Google and stumble upon "You on the Web." What kind of first impression will they find?

For an example, let's turn to that fabulous font of misfired analysis, misinformation's most fervent disciple, and political revisionist extraordinaire, Brooks Imperial. If someone were honestly looking for employment, this is a classic example of what not to do.

Pursing his blog we find stuff, lots of stuff. What quick and dirty determinations could a potential employer make?

- 1) He apparently travels to the Far East often and takes decent to good photographs.
- 2) He seems to be of the opinion that anyone who disagrees with him or the status quo is a leftist, socialist, tree-hugging, liberal, Muslim terrorist sympathizer. He's a narrow minded labeler of people without facts or bearing, leading us to believe he is probably a bigot who would cause trouble in the work place.
- 3) He really hates the President and the government and actively misconstrues facts to justify his radical positions. If a Security Clearance were involved this would likely be a disqualifying risk factor. If this came to light, it might also get him on the "No-Fly-List." Goodbye Asia trips.
- 4) He holds himself and his interpretation of situations in higher regard than actual qualified experts in several fields. He seems to fancy himself a legal expert going so far as second guessing individuals who have passed the Bar and Judges' rulings without being privy to the evidence. This penchant for self-aggrandizing would likely cause trouble in situations involving direct supervision.
- 5) He seems to be fixated on some vast power hungry conspiracy designed to overthrow the government and turn history back to the dark ages. Based upon local and national party census data, his fears and extreme promotion of his phantasmagorical enemy I think could likely qualify as being delusional at best. A prospective employer would see that as a definite problem in the workplace in case anyone challenged his precepts. It also demonstrates a lack of analytical ability to distinguish between fact and fantasy.

Okay enough with the words. I could go on to extrapolate about going Postal from a tall building, but the real fun stuff is way down at the bottom of Brooks' blog where advertisers scroll audience specific targeted ads. There are a lot of hate Obama type ads, but here are some of the other actual ads that Brooks has up saying, "Here I am world, this is who I am." We think it represents him well to a potential employer.

As Brooks' biggest fans we've often speculated about all his trips to the Far East. Is he an international arms dealer, a drug mule, or a consultant to Communist China's Minister of Propaganda? This ad might clarify it all, "The Big Daddy of Asian Chatlines, just checking the inventory and taking me pictures."

This little gem will take you to a website that'll tell you how to shelter your money in off shore accounts so you don't have to pay taxes like the rest of us idiots. You can have multiple passports and play fast and shady like the big ganstra types. "All you have to do is buy this book..."

Hey, you wanna Escape from American...leave.

"You betcha girl," appearing on Brooks' blog was predictable. Turning a folksy glibness into a multi-million dollar industry based upon nice hair and playin the sassy victim role is every radical conservatives dream girl. None of it has to make a lick of sense as long as you've learned a great delivery at the beauty pageants. And that's how we like it... direct, but shallow.

Not sure what to say about "Conceal and Carry" beyond hide it and don't let it fall out at the wrong time. Maybe there is advice on how to answer, "Is that a gun in your pocket, or are you just glad to see me?" Or How to Sound Tough Like Dirty Harry when you're actually more a Pee Wee Herman type. All we know for sure is if Bob Dole had concealed and carried, he wouldn't have needed that Viagra.

MMORPG stands for Massively Multiplayer Online Role-Playing Game. So what we can guess about this one is it's catering to a bunch of hornloads online paying money to pretend they'd have a chance with large breasted, hot animated angels. That's productive. Funny, I never thought of angels as hot or particularly large breasted.

So based upon his online representation of himself, what kind of position would you say Brooks qualifies himself for, assuming he's seriously looking. The only jobs that jump out to me are a politician or a pimp... who is also really into Asian women. Of course there is always the role of dumbass blogger.