

Airhead!

The diary of an air conditioning apprentice...



MONDAY

Awesome! Max has put me in charge of 'Social Media Marketing!' "You kids know all that stuff, don't ya?" he asked.

"Yes it was one of my modules at college – *Social Networking Theory in the History of Film Studies*. It's all about using a multi-layered marketing matrix and - "

"Don't gimme that c**p, I'm talkin' about the real world and drumming up some business! I want you to get on one of those consumer forum sites and pretend to be someone who's asking for a recommended air-con company..."

"Er, yes...?"

"Well, and then you post some fake replies from people recommending *Al-Cool*. Geddit?"

"But isn't that unethical?"

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Naaaaah, why? Listen, the first thing they should teach at college is that business is all about taking the advantage - it don't matter how. The internet's full of b*****t and lies, you can make people believe anything - it's bloody brilliant! So get on with it!"

WEDNESDAY

Registered with *Brits-Abroad.com* today and posted a few entries (sneaked in some film references too!) -

WildBilly06: Hi! We've just moved to the Algarve and although I like it hot my wife wants air-con for the summer - can anyone recommend a good installer?

DaveLynch46: Yes, Al-Cool installed a twin system for us which is great, even at peak season.

AlanWoodie35: I called Al-Cool and they told me everything I always wanted to know about air-con...

MandyEastwood30 - My air-con kept cutting out, but Al-Cool looked every which way until they found the loose connection - great job!

FRIDAY

We actually received some genuine responses today... But not what we expected -

JSmith64: Al-Cool? You must be joking! Their man half-destroyed my house with his incompetence, absolute nightmare. Eventually I turned to Penguin to put things right. Perfect job from them - recommended.

FredHitchcock99: Is WildBilly06 some kind of Psycho?

Oops... 'looks like Max's dodgy ways have been found out...



Don't get an airhead, get an expert!

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