

# The Free Lance-Star

## LETTER TO THE EDITOR

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### **Rudy, Rosie, and me: It just makes cents Virtual fame weblo.com**

From Jay-Z to Rudy G., Weblo.com lets the common man run the world

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I OWN The Free Lance-Star, and I work at The Free Lance-Star. Ironically I can't give myself a raise, or dictate the direction of the company. The only thing I can do is hope that somebody offers me a good price so I can sell it to them. A good price would be somewhere around \$50.

I am also the mayor of Orange and Culpeper. I was the mayor of Salem, my old college town, but it turns out somebody else wanted to be the mayor, so I sold it to him for \$45.

I also sold Rudy Giuliani for \$40, and I am still hoping that someone will want to buy Rosie O'Donnell, George W. Bush, or Barack Obama.

You can buy them if you want. All you have to do is go to Weblo.com. You can register for free and make your own celebrity fan pages and hope someone buys them.

a virtual stock market

My empire started, really, because of this newspaper. In a recent edition of the FLS, an article caught my eye. It talked about a Web site where you can own different properties, cities, and states. I checked it out online and next thing you know, I was hooked. I deposited \$10 into my account by credit card, and in less than a week I made over \$80.

The trick is finding a celebrity or property that has the potential to go up in value, and sell it. That is why I got Rudy Giuliani--he has a good possibility of becoming the next president of the United States. Since I started, I have acquired such properties as Celebrate Virginia, 99.3 WYSK, Jerusalem Temple Mount, Roanoke College, and the Chichen Itza temple complex in Mexico.

When you register a property, you get a Web page, which is easy to update and add content to. On my Barack Obama page, for instance, I have added a video that describes why he is running for president, and a list of where he stands on certain topics.

My page for Orange lists things to do in Orange. That list is decidedly different from that of the guy who owns New York, I can tell you.

The attraction of Weblo is being able to claim your favorite cities, states, properties, or even celebrities. I have always been a big fan of Shawn Carter--Jay-Z--so I got to put up a page that lists his albums, plays some videos, and has a poll asking users which album they like the best.



It's not every day you can say that you own your college or the company you work for, or that you are the virtual publicist for your favorite musical artist. Weblo gives you that opportunity. Top properties are the Louvre Museum and the Playboy Mansion. I'm hoping that my ownership of some of my properties and celebrities will pay off. I've invested about 10 total hours in this so far, but it has been fun. It is exciting the same way fantasy sports is exciting--when I sign on, I check the account to see if I have any offers on my properties. With the recent firing of Rosie O'Donnell, I have seen an increase in visitors to my Weblo site--I'm hoping that will translate into a higher selling price.

There are some people on Weblo who own more than 600 cities, and these people generate revenue not only by selling their cities, but since every time a property is registered in that state they get a tax. The tax adds up real quick. For example, if you own Vegas--which some lucky entrepreneur does--each time a casino is registered, then the "mayor" of Vegas gets a small percentage. Since there have been roughly 50 different properties registered in Vegas, the taxes add up to a nice little profit.

Not many people have registered properties in Orange, but I did register Skydive Orange, and I received the tax from Skydive in my Orange account. That has been all I have generated off of Orange. The total amount I have brought in from Orange has been a little over 2 cents.

I know that doesn't sound like much, but I hope by the end of the year I will be able to buy two of the Forever stamps with my investment.

The real appeal to Weblo is to have fun owning properties and celebrities around the world. Like MySpace, Weblo.com is a community-based Web site where you can go around looking at other sites, and rate them accordingly.

So far--in very short order--I have more than 30 new friends, who keep me up to date on all the new cities and properties they want me to check out. All in all it's a fun way to waste time--and at the end of the day I have been able to make over \$80.

And I own the company I work for. And I am the publicist for the president of the United States.

So go to Weblo, sign up for free, and check out my profile. My name on Weblo is walkingkeys. Request me to be your friend, and let's make some pennies together.