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Do's and Don'ts of Military Care Packages for Soldiers

By Sarah Smiley

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Sending a care package to your loved one deployed overseas seems so easy, doesn't it? You just box up some cookies, attach a sweet card, and it's ready to go, right?

If only it were that easy.

Sending mail to ships/units overseas is tricky for many reasons (slow processing, mail limitations, etc.) but one of the most confounding is this: unless you've been deployed yourself, it's hard to know exactly what a Soldier or Sailor might want.

After two deployments (and a picky husband), here's what I've learned about military care packages.

Try Not to Embarrass:

You might think sending a life-size portrait of your toy poodle dressed in a ballet skirt is hilarious, but chances are your husband won't be laughing when he has to carry the cumbersome "pooch" back to his room and past all his friends. You never know where your spouse will open his package, or whom he'll be with. If you think he'll be humiliated for anyone to know you sent him pink boxer shorts, either don't send them or give him a heads up about the contents of the box. Similarly, if you're sending something that might embarrass YOU (uhmmm....pictures), make sure you don't surprise your beloved, or he might unknowingly cast your photos to a group of nosey friends peering over his shoulder as he opens the box.

Don't Douse the Box/Envelope with Perfume:

Women think this is wonderful, to spray perfume all over a man's gift or letter. And honestly, our men probably like to receive the smelly treasures too. But when your husband has to carry that letter through three hallways and up four ladders back to his room, he may not be thrilled dragging a cloud of

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feminine perfume behind him. Remember, the military is notorious for issuing its members "call signs" or "nicknames" at their weakest, most embarrassing moment. If you don't want your husband to be called "Christian Dior" for the rest of his career, go easy on the scents.

Steer Clear of Chocolate:

When you send something via an FPO address, you never know where it will wait in transit before it gets to its destination. Your carefully prepared box of chocolates may wait onboard a ship in the Persian Gulf before being delivered to your spouse — if you don't want that package to be a big, melted, gooey mess, don't send chocolate (or anything else that can melt).

Keep it Small:

Keep in mind your loved one may not have much personal space in his overseas accommodations.

Chances are good he has no place to store the giant smiley face pinata the kids made for him, and it will end up being a burden rather than a pleasure. Things that can be stored easily (small drawings and pictures, travel game sets) and things that can be consumed (food, toiletry items) rate high on most Soldier's and Sailor's lists.

Keep it Personal:

Remember your loved one has not been home for a really long time — what might seem silly or boring to you (an audio tape of the children fighting over the Nintendo) will be like a little piece of home for your spouse. Send things to remind your Soldier/Sailor of the things he loves (his children, family, favorite foods, taped reruns of his favorite TV shows).

Make it Fun:

Deployed Soldiers and Sailors are working almost non-stop and with little new scenery or change of pace. They don't have the option to go to Barnes and Noble for awhile to "get out" and see something new. So bring the fun and the new to them. My husband always likes getting DVDs, CDs, books, and sports magazines. He's also pointed out that it is hard to get a "real" American newspaper when he is deployed, so the local paper from home is always appreciated (especially the Sports section). Remember these Soldiers and Sailors are living without many of the comforts and conveniences of home. Therefore, mail call is a welcomed opportunity to receive something new and different to look at....things they can't get on the ship.

Make it Frequent:

Mail Call can be the highlight of the day for any deployed man or woman. Even something as small as a crayon drawing from a two-year old can bring joy to your loved one! Make it a point to send something....even if it's just a letter....as frequently as you can!

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– Sarah

Smiley's syndicated column Shore Duty appears weekly in newspapers across the country.

10 Don'ts of Selling Reprint and Resell Right-able Products in the Internet!

By Daryl Chin

10 Don'ts of Selling Reprint and Resell Right-able Products in the Internet! by Daryl Chin

- 1) Do not know what are your "Rights"! Have slight idea of what are your "Rights"! Do not differential clearly what are the Exclusive Right, Master Right, Reprint Right, Resell Right, etc. Allow people to distribute your product but not allow them to reprint!
- 2) Do not state and list out clearly all the "Rights" involve! State less and do not list out all the "Rights" you are selling! Do not mention clearly what are the limits, availabilities, do's and don'ts, and other important information that are allowed for each "Right"!
- 3) Do not grant your "Rights" properly! Do not write down on paper or special section stating that you are granting your "Rights" to your buyers! Let's them sit in the dark and do no feel secure with their purchase and selling your products!
- 4) Sell too many "Rights"! Sell as many "Rights" as you like! Mess up your market and do not think about your buyers, let's them face extreme competitions, having less sales and eventually lost their investment!
- 5) "Rights" price too high! Charging your "Rights" price very high to earn huge profit yourself! High enough to make your buyers facing difficulty to sell them and do not be able to make profit from marketing them!
- 6) Mess up Pricing!

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Price your products or packages very low or very high that other websites cannot compete with you! Low enough for the perception of sub–standard and high enough that no one will even think about it!

7) Sell outdated products!

Selling products that are released few months, 1 or 2 years ago! Do not keep track of newly release products! Do not update your products, once publish in the website and leave it forever!

8) Poor products packaging!

Sell main package of outdated products and give away newly release products! Packages value does not worth its price! Do not update and change for new products in the packages!

9) Do not know product market value!

Do not have the idea of what is a market demand products and what are the factors that influence the product values! Do not update and keep track of market research and update own reading!

10) Ignoring your competitors!

Always think about your products, packages and prices are the best offer in the market! Oversee and under–estimate your competitors! Do not follow up and ignore your competitors!

Daryl Chin is the editor and publisher of 100% Profit SECRET!eZine. Subscribe to 100% Profit SECRET! eZine to get informed with up to date news and useful tips of Internet Reprint Marketing Business at: <http://www.bibsign.com/100pps.htm> and receive 3 free ebooks and articles.

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