

What If You Could Buy a Stairway to Heaven for only \$1?

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**By FIRE FOXX**

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It's going to be over 100 degrees Fahrenheit all week in Iraq. Just like it was last week and the week before. Almost 10 degrees cooler than last month, and not near as hot as the typical 147 degree daytime highs. And that is only part of what our US troops go through everyday.

Michael Moore's documentary, Fahrenheit 911 showed, among other things, that US troops often come from humble backgrounds. They shot recruiting scenes from ghettos, inner city projects and cities that have seen better days. Young men and women who have somehow survived their environment. People who know that they can be more if they are willing to make sacrifices. Youngsters who go, hoping and praying that they will come home alive.

Many do not have family. Some do, but spend their wages to support a family at home.

Nearly impossible, with the average soldier wage of \$6-7 dollars an hour.

Like most of us, I'm sure you're had moments of guilt as you enjoyed a great steak dinner, a hot shower, and an ice cold can of Coke- knowing that our soldiers are far from home and do not always have access to the things we take for granted. But now, before the busy shopping season is upon us, you can do something practical for these hard working soldiers.

Treats for Troops is the brainchild of Deborah Crane, who was married to a soldier, had a son in the Navy, and currently has a son in the Air Force overseas. She realized that security concerns and complicated shipping regulations made it almost impossible for average citizens here at home to show their support and love to those on the front lines. She created a web business that links needy soldiers with people willing to foster them. Sponsors can select their soldier based on home state, gender or branch of service. Deborah rotates the soldiers names on a list, so that for now, it is one gift per soldier.

Deborah's goal is simple, to send a gift and make a soldier smile. And she has done that, and more by providing a safe and secure way to send a gift overseas. Her company has researched gifts that are

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practical, in demand and inexpensive to send.

Bill Owens, Governor of Colorado has publicly commended Deborah's efforts. Read his personal letter online: <http://treatsfortroops.com/newsroom/story.php?id=8>

Treats for Troops lets you do more than just wave a flag at home. And if you already have the name and address of someone in the military, you can specify the gift is to go directly to them.

Many schools, organizations and corporations have joined in the effort to warm our servicemen and women's hearts this holiday season, with a gift from home. I can't think of a nicer thing to do for someone. In return, you will either get an e-thank you or a postcard direct from the soldier who received your gift. But be assured that your identity is kept confidential, so this is truly a no-risk

opportunity. Everyone wins!

You can also send a card or letter from the Treats for Troops website.

Because it normally takes 4–6 weeks to get a package to a soldier, NOW is the time to start.

Take some time today to go over to the site and read some of the many letters from grateful troops. "I'm not sure how I got lucky enough to get on your mailing list, but thank you very much. I am the Commander of the 25th FAD in Kinkuk, Iraq. We are doing well. The support from home makes an incredible difference in our state of mind. Than you! Adam US Army"  
<http://treatsfortroops.com/thankyou/messages.php#>

If you want to send a birthday gift, Treats for Troops will automatically divert your gift to a soldier with a birthday coming up. Billy from the US Army writes, "Thanks a lot for what you sent. We really don't have anything out here. I thank you more than you know. I am glad we are thought about. Thanks."

Can you imagine the heartwarming feeling of receiving a personal thank you like that from Iraq? "Thank you so much! I got this package right after we got back from the field. My buddies and I ate it all up. It made us feel a lot better. We all thank you." Nathaniel of the US Army.

Jamie of the USMC writes, "Thank you, Thank you, Thank you!! That was the best and most thoughtful care package I have ever received! I am so proud to be defending some of the kindest people in our country. Thanks again. Love, Jamie"

Mark from the US ARMY writes, "Receiving this gift from you has made my holiday season. You have made one very lonely jetflier very happy. Mark."

James from the US Army serving in Afghanistan writes, "Sorry about not returning the card you included with the gift. It got messed up. I am in the Army and originally from Oklahoma, even though I have spent most of my career overseas. Myself, as well as my tent mates really appreciated the box. It is a good feeling to know people back home haven't forgotten us or what we do for our country. Thanks for all the support, it will not be forgotten. God Bless, James."

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The site also has a photo gallery of some of the troops enjoying their gifts. All smiles, with their buddies, opening their surprise packages from home. It is so darn touching, I dare you not to cry.

Prices start at a dollar. Even if all you can send is a can of Pringles or a pound of salted sunflower seeds— they will all be appreciated and enjoyed.

I leave you with an excerpt from the Treats for Troops website: "He's only eighteen. He did all right in high school, but not good enough to get somebody else to pay for college. But he wanted to make something of himself, maybe even do something important. So he joined the army, and now it's their job to turn him into a man. He's giving it his all, and most of the time he feels like he left the kid he used to be back in Colorado. But not all the time. Not today. This is the first time he's ever been away from home, and even though he's never really alone, he's often lonely. Sometimes he wonders if people back in the States are behind him. He'd like to know, because he's made a pledge to lay down his life to defend his country if he has to."

Please go to the Treats for Troops website now and support our troops.

<http://treatsfortroops.com/index.php>

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### **Titles (and Subtitles) Sell Books!**

**By Joni Hamilton**

Does a title really sell a book? The short answer is, yes. If a book does not attract a reader initially, it will be overlooked and not purchased. The book title is the element that creates the initial attraction to the book.

Watch people who are browsing in a bookstore. A catchy title grabs their interest and makes them reach for the book out of curiosity. A great title makes browsers think, "Really?" or "What does THAT mean?" or "That's what I need". Think long and hard when choosing your book's title. The title must give some clues about the book's contents in a snappy "one-liner".

Many authors struggle fiercely with the title choice, not realizing that the title is there somewhere in the book's contents. They just haven't recognized it because they are too close to the project. Sometimes it helps to talk to impartial, unbiased persons. Tell them what your book is about, and then listen to their feedback.

Alternately, on the tongue-in-cheek advice of one publishing professional, open a bottle of wine and

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start writing. Make a list of everything that comes to mind about what you have written in your book. Nothing is too silly, but do try to strike on the central theme or message.

When your list is complete (and the wine is all gone), group your notes into categories. Choose the snappiest, most intriguing words that say something about your book without sounding like a boring explanation.

Perhaps these titles will help you: Woman–Sense Rules! Fit to Cook Climb Your Stairway to Heaven

Light the Fire Spell Success in Your Life

If you are planning on a series, your title should be your "brand". Then as you make your brand into a household word, you ensure future sales. As each title in the series is published, you know that people will buy the latest book to complete the series. Think Harry Potter or Nancy Drew.

The subtitle of your book is a great way to increase sales. The subtitle gets to the heart of the book and convinces the reader of the book's benefits. It lets people know that the book is unique and that they really can't live without it. It makes the reader believe that he or she just can't live without it - and that is your objective.

Check the following subtitles: Woman–Sense Rules! - The Spiritual Woman's Guide to Finding Yourself When You Didn't Know You Were Missing Fit to Cook - Why "Waist" Time in the Kitchen? Climb Your Stairway to Heaven - the 9 habits of maximum happiness Light the Fire - Fiery Food with a Light New Attitude! Spell Success in Your Life – A road map for achieving your goals and surviving success

In the title and in the subtitle, you can use humor or emotions to sell your book, but avoid clichés and

"corny" expressions, or overly common sayings. They soon become stale and annoying. Keep your title unique, catchy and relevant.

Before making the final decision on your title, conduct a title search (see our home study course, Idea to Book...to Success - the fast, easy, simple way! for instructions on title searches). Although you cannot copyright a title, duplicating titles only leads to confusion, and you want people to buy your book, not a competitor's book. Make your title one that increases the likelihood of increasing your book sales.

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Ink Tree Ltd. helps authors publish, market and sell books. From "101 Things You Need to Know About Publishing" to our Ultimate Book Marketing Kit, we will help you make your book a success.

Titles (and Subtitles) Sell Books!

Four steps to attracting more good luck

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Great Seats  
Little Ones  
Neither Is There Healing In Any Other Name

Mail Order in the Internet Age  
Speaking in Tongues – explained!!  
Christmas Happy Package  
My Online Friends – Dating Website Script  
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