

Packagefromsanta.com Releases 2008 "Letters from Santa Claus" affiliate program



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Press Release Summary: Founders Dale Gruber and wife Carey Gruber, of PackageFromSanta.com have announced their 2008 "Letter From Santa Claus" Super Affiliate Program. Our mission: "Give children and parents an unforgettable Christmas memory".

Press Release Body: It all started after a really bad experience we had when we ordered a letter from Santa Claus for our 7 year old son Chase. We call it the Santa letter that ruined Christmas. Our son's [Santa Letter](#) arrived and it had Chase's name and address on it, however when he opened the letter, it had the name and address of another little boy.

To make matters worse it was simply a cookie cutter letter from Santa Claus, nothing like they advertised and nothing like we were expecting. It was very unprofessional and just looked horrible. Chase was visibly upset.

So, a couple weeks before Christmas Carey and I decided to create our version of a true to life, magical [Personalized letter from Santa](#) Claus. As we started working on it something magical seemed to happen. Right before our eyes our Santa Letter started to take on a life of its own. By the time we had finished it wound up being more of a package...a "Package from Santa."

We sent one out to Chase but we also sent one out to the little boy that may have gotten ours in the mix up. It included a personalized [letter from Santa Claus](#) – Saint Nick himself – as well as several other fun Christmas items, all with a North Pole return address (we really had to fool Chase this time).

10 days before Christmas we got a Fed Ex letter from the parent (a kindergarten teacher) describing her son's excitement. She thanked us repeatedly and to our surprise – in the letter were the names and addresses of 4 other children AND... a check for \$100.00!

After a phone call to the parents, they had 12 more parents who wanted our letters from Santa package. They faxed us their names and addresses that night and offered to send us a check. This was the start of **Packagefromsanta.com**. By Christmas we had delivered 48 Santa Claus Letters. From there things just snowballed.

Our successful launch of [packagefromsanta.com](#) was all about delivering value to the children and parents as well as delivering value that would have nothing to do with cost.

The cookie cutter letter Chase had originally received proved many companies were simply looking at costs verses creating value.

In 2007, we delivered not only a large volume of letters from Santa Claus, but our Package from Santa expanded with our Custom Letter from Rudolph, our Personalized Custom Nice List Certificate and a Glossy 8 X 10 autographed photo of Santa Claus himself... and much more.

Packagefromsanta.com has become a strong brand, founded on and by, creating true value verses perceived value. We continue to innovate and look for insights, to be proactive, to focus on a few Big Ideas and to stay positively connected with what meets parent's expectations.

View our [Super Affiliate program here](#). Personalized Santa letters allows anybody, anywhere, to make above average commission checks just by spreading the word about PackageFromSanta.com. With true residual income potential, many websites and businesses will earn upwards of 25% from each sale they generate through PackageFromSanta.com.

The fact that [PackageFromSanta.com](http://www.packagefromsanta.com) is constantly adding top quality, custom items to their product line, ensures affiliates can earn commission checks for many, many years to come.

The **PackageFromSanta.com Super Affiliate Program** is a remarkable program, a win-win situation. It allows average everyday people to benefit from our branded growth, while passing on the magic of Santa Claus to thousands of children.

Quality is economy, and too many companies are looking for cost savings instead of trying to create value for strong branding. In the real world, the only way for Brands to survive is by delivering value. Our **Super Affiliate Program** delivers that and more.

It's all about satisfied customers, like Rhiana McCarty, (a PackageFromSanta.com customer) from Herriman, Utah, who emphatically boasts:

"My daughter was so excited to see the great big red shiny package from Santa. She opened it and was amazed at how much he knew in his letter about her. She bragged about it for weeks about how she was on the Nice List and how she had a certificate to prove it. Her favorite was the letter from Rudolph and his funny signature (his foot print). We had a great experience and will order for years to come and for my grandchildren too!"

It's all about trust, starting with the Search Engines and our strong web presence, quality is economy and we have achieved our branding on consumer trust. Enjoy the benefits of our **Super Affiliate Program** at the same level these children enjoy the magical moments of a quality letter from Santa Claus.

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