

HUBBARD COMMUNICATIONS OFFICE  
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BPI

HOW TO "SELL SCIENTOLOGY"

See "What is Scientology?" article in MA Bulletin of near date to this.

Base your line of talk to strangers on the premise that the 19th Century brutalities and foolishness of psychology, psycho-analysis and psychiatry have made your listener doubtful of mental healing. Agree they are right about this. Enlarge on the faults of old 19th Century practices.

Then say they are not all bad since they gave us a basis on which to start Scientology.

Then show how Scientology learned that men weren't animals, learned that shock and surgery on the brain was harmful, learned that sex was only a minor basis for neurosis and insanity. All this without saying what Scientology is or describing it.

Then, without really ever explaining what Scientology is, say it has hope for man in a kinder, better world and that we must outgrow our fear of mental healing and look ahead, not backward.

If you get real insistent even oddly accusative of listener, even slightly angry on this point and stress it over and over, you should have some people willing to come to a P.E. course. And if you also stress this in P.E. Courses, in the HAS Course, in the Co-audit, you will start a new concept of thought around the world.

You have started a new reason to get annoyed at people. They'll use it!

L. RON HUBBARD

LRH:MP

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