

HUBBARD COMMUNICATIONS OFFICE  
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GenOcon

HCO BULLETIN OF SEPTEMBER 29, 1959

Survey of a Central Org.

The following letter from L. Ron Hubbard Jr. (Org. Sec. in Washington) to L.R.H. is of interest to all Association Secs. and staff members generally.

I am making a complete Survey out of Advisory Council minutes. I've just started it.

I want to, by actual figures, determine the promotional plans and cycle of actions that have been successful in the past and compare what we are not or are doing that has slowed our progress down.

I'll send you a complete copy of it when I finish it. Facts, figures, etc. It should be very helpful. It should be finished in a week or so; I'm doing it in my "spare" time (Ha!)

I've got these impressions from the reports so far. The full survey might show different but this shows up: -

1. When a new book is introduced and pushed, bodies show up here.
2. They show up for training rather than auditing.
3. When we have pushed books (new) then book sales in general rise.
4. When book sales rise with a new book in on the market, within 4 weeks student enrollment rises.
5. When student numbers rise then within 3 to 5 weeks after that, PCs come in in larger numbers.

Example:

1. New book "A" is released;
2. About 4 weeks later students start coming in;
3. 3 to 5 weeks after (2) then PCs come in;
4. Then students become PCs and PCs become students;
5. The average student is around here from 10 to 12 weeks;
6. The average PC is around here 3 weeks;
7. It seems like we get one student for every fifty copies of a new book we sell!
8. The average person spends around \$1600.00 the first year he is with us.
9. A new book makes a splash (meaning lots of bodies in the shop) that carries for about 7 months from the time it hits the market, then dies down and becomes "old hat" and settles down to 35% of its peak sale.
10. It seems that people are more interested in doing Scientology than receiving processing only. (HAS Co-Audit is Doing). People seem to be interested in getting their auditing in the field than HGC by 20% or so.
11. The big thing people seem to want is "How to Do" from the Central Orgs like books, training, information, data, etc.

I know what you have said about books and it checks out against facts and figures.

You can crow because the books that sell the best by thousands are written by you. Some are compiled from your works and some have been written in part by someone else, but even if your name is on that type of book, it does not sell as good as a 100% written by you type. People can tell!

L. RON HUBBARD, JR.  
Org. Sec., Washington, DC

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"Coaxing the Subconscious"

The following is an advertisement which appeared in an American magazine, inducing customers to the comforts of rail travel - we thought it might be of interest:

"Nearly everyone has had new ideas or answers to knotty problems suddenly pop into mind - seemingly out of nowhere.

The source of these thoughts is the subconscious mind - hidden asset of many businessmen, who have found invaluable its uncanny knack of cutting through distractions and irrelevant details to the core of business problems.

Those who have learned to coax the subconscious into activity find it most productive during periods of relaxation and peace of mind - whenever the conscious mind is at rest.

Thus it is not surprising that the restful, worry-free atmosphere of a Rock Island train is popular with so many business-bound executives. Here, away from highway and

(over)

skyway congestion, the conscious mind finds repose. Such tranquility is rich soil for the subconscious - and often produces rich rewards for the traveler.

So next time you travel, ride the Rock Island. Learn what a rewarding experience it can be."

You know - one day, someone might ask, "If the subconscious mind is a 'hidden asset' - what mind conjures up those bad dreams, and evil thoughts, etc."!

BINNIE BARRY  
HCO Dissemination Sec. WW  
for  
L. RON HUBBARD

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