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Condon

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) the 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, D.C.

LRH(Jr):IET:MG:RSH

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