

HCO POLICY LETTER OF NOVEMBER 24, 1960

TESTING PROMOTION, REVISED
(Cancels HCO Pol Ltr 22 Oct. 60)

Testing as a promotional activity has been resoundingly successful in H&SI S.A.
The following large (2 inch) Ad. has been carried in newspapers.

I.Q. TESTED

THE JOHANNESBURG TEST CENTRE
offers for a limited time, free
intelligence and personality
tests. Your I.Q., personality
and aptitude determine your
future.

Know them. No obligations.
23 Hancock Street,
Joubert Park, Johannesburg.
Phone 44-9075

add (Note - "Scientometric Testing" should probably be added in the U.S.)

Within 30 days this had increased numbers of new people coming in to 30 per day. The increase had been from 2 to 4 people each week day.

The success would be ruinous to a poorly oriented organization, and almost was to Johannesburg. It has required my constant supervision and re-organizing to keep it going. So don't enter the project lightly.

The Bugs

The first bug developed was testing Comm Centre. Its absence in the test room upset everything for a week. An In-Out basket system was wholly inadequate. A basket system for Tests In Unmarked - Test In Unmarked HGC - Tests In Unmarked Academy Tests Marked - Test Marked HGC etc., etc. PLUS a separate system for the Test -In-Charge person as a staff member solved this.

The next and chief bug was the evaluation personnel. Test evaluation, combined with sales, fell behind an increasing nine to twelve persons a day. This came about through Test and Evaluation being under PrR. They must not be. They must be under the HGC or, less workably, under P.E.

Body collision and crowding could have been serious if the test room and Evaluation rooms had not been placed nearest the entrance to the Org. building.

The final serious bug was PrR body registrar getting mixed into the system of Test-Evaluation and doing some to the exclusion of new promotion. Since the Test line is eventual processing and Training and immediate small business, income of the Org. might have suffered while it was at a high whine of new people. Old lines must be guarded, strengthened and maintained in spite of the new inflow if income is to stay up.

Technical quality is good on processing and training in Johannesburg now. There could be a terrible bust if the quality of training and processing was low while volume of people was high. This could wreck an area.

Therefore to start a test programme, it must be planned well. Technical must be brought high. Then the rooms, lines and personnel planned and finally the ad placed and personnel put on post. Light early inflow gives ample time to break things in providing the following mock-up is closely followed.

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by L. Ron Hubbard

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Dist: D of PrR D. of P.
Body Regist.
Test in Chg.
Receipt.
The above Post Hats
Staff Hats for rest.

Additional promotion to firms, societies and our own public may not be needed for months if the ad is placed in the paper.

Motif

Scientology testing is explained as follows: These are old tests reworked and modernized and coordinated with an electro-psycho-galvanometer. The results are more accurate than psychological tests. This is Scientology. This is not psychology. These tests are more modern, being electronically coordinated. Psychology considers a person to be a materialistic biological brain. Scientology considers a person to be an electronic spiritual phenomena.

The above explanation is for legal purposes: it is not for general release into the test line or in literature. But everyone connected with testing and evaluating must know the above thoroughly and glibly. We are not attacking psychology. But it may attack us. To the public we're just a good test agency where its free.

Reception

The Receptionist hands the incomer a card with space for name, address and phone number and shows incomer the test room.

In the Reception Room a Large sign listing services of Org. are listed.

The Test Room

Virgin tests, Personality and IQ only (no aptitude test is given) are placed in folders, one set per folder, ready for issue. There are three piles - Cream folders, Red folders, green folders. Cream is for public. Red for HGC (rush). Green for Academy.

The incomer has received a test pass card from Reception. He puts his name and address on the card's dotted lines and gives it to Test-In-Charge. Test-In-Charge files it in his day basket. He takes down a cream folder, time date stamps its corner, leads incomer to a desk and starts him.

A timelock exists for each desk, The desk is numbered, the clock is numbered. This is started by Test-In-Charge.

When test is complete, Test-In-Charge takes the whole folder and marks the evaluation appointment date on it, (2 or 3 days hence, every 15 minutes in sequence) and marks the same time on the incomers card. This is the evaluation appointment. It can be adjusted if need be. If so, the admission cards are packed like playing cards in 15 minutes sequence. The incomer also gets a slip saying "This test is not complete. Electronic coordination remains to be done by Evaluator. Please report to _____ etc., date time."

The Incomer is ushered out. The test folder is placed in Tests Unmarked basket.

If incomer is out of town so mark the folder and rush it for same day evaluation to Marking and Evaluation. Out of Towns are rare enough to admit special handling.

HGC and Academy tests are rush mark and their other handling is obvious.

The Incomer leaves the premises. This is not true for HGC and Academy, of course.

Evaluation Unit

As soon as a test is marked it is sent to Evaluation unless it is Academy or HGC which go to their own destinations.

The Evaluator, in another room than test, keeps all Unevaluated Incomer folders. They are filed in view by alphabet.

In the Evaluator Room is the Evaluator and a PrR person. These are separate people, the hats must not be combined.

Test-In-Charge and any or all Evaluators are HGC personnel. They must not be PrR personnel. (This fundamental was not true at first in Johannesburg, with much upset and confusion resulting.) The Evaluator is not a Registrar. The Evaluator does not sell.

The PrR person in the room may make appointments for the Evaluator, may handle other sign ups for PrR but may not evaluate tests. This might not have to be a PrR person. It could be the PE Registrar always on duty in the same room as Evaluation.

The Evaluator (who preferably has a near but out of hearing set of chairs for waiting people) calls in the person whose turn it is according to appointment (this is usually 2 or 3 days, not more, after the Incomer took a test, which is now marked).

Evaluation takes about 10-12 minutes. It is an exact script to which the factual data of the test is added.

The Avaluator introduces himself as a Scientologist, seats the Incomer across the desk, opens the folder and promptly puts Incomer on the E-Meter, Evaluator briefly explains meter as a needful part of the test and rapidly, without discussion, fills out the Meter Case Assessment Form, getting definitions of the 5 buttons, writing them down and noting meter reaction in the box for that.

Evaluator takes Incomer off meter without explanation and turns to graph.

Evaluator now explains each point of graph. But it is vital that at each low point where explained he adds, "Scientology can help that." This is said directly to make an impingement. The wording can be varied but the sense must be the same. Do not precede this state with "Don't worry" or the like as this cancels impingement.

Graph done, Evaluator explains I.Q. If low he says "Scientology training can raise that." He explains levels of I.Q.; tells person even if its high that I.Q. means little unless person knows something with it.

Evaluator now takes up the Meter Case Assessment sheet. Here he tells the pc's future. It is done by looking at pc's statements of his past and by rephrasing saying it is going to happen, (without Scientology facts don't change much. Accidents, divorces, etc. happen again).

This is all rapidly done. Factually, expertly, see manuals for graph point meanings.

The Evaluator now leans back and says "That's it." Incomer is hanging on ropes. If Incomer says anything like "What can I do about it?" Evaluator says "That is very commenable. A good point in your favor, wanting to do something about it. I'm a technical person not a sales personnel. Confidentially though, I'll give you a tip. Don't spend money foolishly until you know what you're spending it for. Psychiatrists and so forth could cost you thousands. You'd buy anything they said because you know little about the mind. So why don't you take an Anatomy Course and learn something about the mind. That's just a tip. It's cheap and you'll be wiser about what to do about yourself. The person over there is in the Service department. Ask him."

Evaluator gets up, ready to issue in a new person.

The PrR person may offer anything he pleases to Incomer, but Incomer should buy the Anatomy Course. The PrR person gets the contract signed for the Anatomy course and the money for it right then (or at least some money as its only 12gns in Johannesburg).

Don't put the person on PE. Offer but don't sell processing and training. Just get him on the Anatomy Course. That saves ARC breaks, leaves the Incomer happy.

The word of mouth generated by this routine will be excellent. Technical becomes a firm friend.

People don't happily buy upper level service even when they buy it blind.

This also completely wipes out "commercialism" in the Incomer's mind.

The Org. must not be greedy for intensives and HPAs off the Test line. The sales talk at this stage is to a Scientologically unoriented person and when it fails gives poor word of mouth in the public.

Be happy to sell him the Anatomy Course. Don't mention the PE.

If the Incomer walks out without buying the PrR man (even if he is interviewing someone else and even if Incomer has not approached him) rushes over and gives Incomer a copy of Problems of Work and Dianetics, Evolution of a Science and says, "Here are two books that might help you", and without waiting for an answer goes back to his desk.

The above routine is at this time a set, fixed activity. As it works further it may be improved. But putting Evaluation and Sales on the same person is ruinous because of excessive time consumption alone on the Evaluation line. Further it makes for future test incomers.

Test Filing

When issued the folder of the test is date stamped. When marked, the marker writes "in" on his initial to the left of the date stamp (upper right corner is proper for date stamp). When evaluated the evaluator marks "e" and an initial below the date stamp.

The Evaluator sends the completed folder back to Test Files where it is filed under pcs name (visible in the notch of the folder).

Eventually Test-In-Charge will look in Files to see if person has been tested before. If so, the new folder is placed in the old folder and it is the old folder that is date stamped and initialled freshly and all goes to the Evaluator.

Summary

This is the totality of the Test-Evaluation Unit of HGC and the Test programme. Add more in a large city and you'll drown. Leave Test-Evaluation under PrR and you'll drown. Get more complicated and you'll drown. I know. I saw strong Scientists scream as they went down for the third time under the avalanche of confusion and bodies.

PrR works for present time income hard and rightly. Test-Evaluation is future heavy income. That can be killed by bad 8C on these lines, so HCO and HGC, get alert and accurate in getting this mock-up in. And hold it in place no matter how many wonderful alter-isnesses get proposed. EVERY HGC auditor should be able to do the above Evaluation patter well. Test-Evaluation is like a loaded gun. Don't play with it. Just do it as above and it will hit the right target. And don't take the ad out of the paper because "it's all too much" until the town runs out of places to give Anatomy Courses in. You'll be tempted.

L. RON HUBBARD

LRH:aec:MR:bs