

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 21 JANUARY 1965
REVISED 5 APRIL 1965

Gen. Non Remimeo
Sthil Board
Members
Sthil Executive

VITAL DATA ON PROMOTION

Successful orgs, good dissemination, a salvaged planet, require the following basic things:

- (1) Workable Technology. This means something to offer that is desirable and will be received by individuals in the public body.
- (2) Good execution of the technology. This means holding a constant of application without variation in how it is done from person to person or place to place. This outlaws at once all squirreling and individual variations even when they are good for they bring about an inconstant of execution and this can wipe out technology, leaving one with nothing to promote and a dead end of all spread of technology. Hence, no articles in magazines giving different points of view. Hence, no officially authorized books giving variant methods. Even if they were good, it would halt all promotion and end freedom for the planet.
- (3) Accumulation of the identities of persons. This is done by getting lists of names, by personal contact, etc. But however it is done, it is totally the accumulation of identities.
- (4) Offering those identities something they will buy, a book or a service.
- (5) Delivering what is offered.

That is all there is to successful promotion. There are a thousand ways to do (3) the accumulation of the identities of persons and (4) offering these identities something they will buy, so promotion looks complex. It is not.

Successful promotion means continuing. One cannot continue to promote as per (3) accumulation of the identities of persons, and (4) offering these identities something they will buy, unless (1) workable technology, (2) good execution of the technology, and (5) delivering what is offered, are in place.

However, (1) workable technology, (2) good execution of the technology and (5) delivering what is offered, can be wholly in place without any world beating a path to the better mousetrap maker. By the nature of the bank, collective opinion is always derogatory or bank, this being the one thing held in common by all. So the group ignores the good and embraces the bad. Thus the appeal must be to the individual for his personal use. And even then one always has to do (3) accumulation of the identities of persons, and (4) offering those identities something they will buy. No matter how good (1) workable technology, (2) good execution of the technology and (5) delivering what is offered, are, (3) accumulation of the identities of persons, and (4) offering those identities something they will buy, must always be vigorously executed continually. There is no coasting along on yesterday's steam. All tomorrows require today's heavy promotion.

We call (1) Technology (2) Good Service, and (5) Ethics. We call (3) Dissemination and (4) Salesmanship. (3) Dissemination and (4) Salesmanship are really promotion. But all five must exist for promotion to be successful.

So that is all there is to promotion.

One contacts people by any media including word of mouth, ads, rumours, etc. In (3) Dissemination, it is enough to accumulate names and addresses of persons who have been contacted.

In (4) Salesmanship, one effectively offers these individuals something they can and will buy - service, status, increased potential, anything they will buy.

In (5) Ethics, one delivers what is offered.

If you just remember that's all there is to promotion, you will be very successful.

Therefore you:

(a) Never seek public or group repute or collective bank. You do not do "good will" advertising or just try to get the name about. You only accumulate identities as per (3) Dissemination and use them for (4) Salesmanship - offering them something they will buy.

(b) Never count on an individual to "spread the word if he experiences a miracle" as you can always contact more people than he can.

(c) Never via your comm line heavily through a "powerful person" or "authoritative group" as you can promote better directly.

(d) Never seek a subsidy for what you are doing as at once you or any subsidized office will cease to promote to the public individuals. You throw out anything or anyone who is working to make you get a subsidy or who demands a subsidy to operate an office, as there goes you public contact. It ceases to have point as there's no dependence on the public individual so he ceases to be served. Subsidy is a fine way to fail and always leads to a dead end. A subsidized office ceases to promote as it no longer depends on doing (3) Dissemination - accumulation of the identities of persons, and (4) Salesmanship - offering those identities something they will buy, for its daily bread. So it is useless in the scheme of things and, not serving, becomes dangerous.

If you don't promote, the whole effort will dead end, the individual will no longer be reached, the group bank reaction will set in and that's the end of it.

Inadequate promotion, not reaching the individual, and any violation of (5) Ethics - delivering what is offered, are the sources of all the difficulties we have experienced.

Therefore adequate promotion, reaching the individual and making sure of (5) delivering what is offered, will be responsible for all the successes we will experience in the future.

It is as simple as that.

When you hear proposals to reduce mailing lists, know somebody is trying to kill you.

When you see something being offered that the individual cannot buy, know that somebody is being silly.

When you see lists of people being collected who will not buy, know somebody is being extravagant.

Err on the side of too many names accumulated, however, and burn the midnight oil figuring out what they can and will buy, that you can deliver. Sell it for enough to let you keep on promoting and soon you'll have the planet.

ORGANIZATION

The Earth measure of success is the amount of power, authority, people, wealth and property one controls.

It is not necessary to bank it to your own name if you can dictate its expenditure.

The reason we are interested in success of this kind is because it is the wherewithal to reach and get the job done. Without that, these things, except for people, are trash.

It is all very well to idealize poverty and associate wisdom with begging bowls, or virtue with low estate. However, those who have done this (Buddhists, Christians, Communists and other fanatics) have dead ended or are dead ending. That route doesn't get the job done so it can't be a workable route.

The hard fact of this civilization is, given enough money or control, you can usually buy or demand your way out of any game you don't want to play. Thus you can keep on playing the game you do want to play. It is always a matter of amusement to me to find out some attacker is after money. For that's an easy one.

To keep going on a planetary salvage job you have to have the means to salvage in the frame of reference of the planet. Hence, we need the above things to get the job done.

Therefore you have to have an organization. This makes it easy to handle the activities needful for salvage and to acquire or control the wherewithal to continue to salvage.

Without power, authority, people, wealth and property you cannot make enough impact at the level of reality of the individuals you are seeking to salvage.

If you only wanted salvage for one or two, then none of these would be needed in any vast amount. But large numbers being salvaged require organization. And organization requires the other things to keep operating and remain real.

You can therefore know your enemies by those who seek to know out andy part of your

- (a) Power
- (b) Authority
- (c) Personnel
- (d) Wealth
- (e) Property

As collective-think demands that these items particularly be knocked out, handling and continuing an organization is a rather arduous activity.

The individual is the effect of these items, however, so if one can maintain them, one wins.

One forms an organization only in order to do (1) workable technology, (2) good execution of the technology (3) accumulate the identities of persons, (4) offer those identities something they will buy, (5) deliver what is offered, under Promotion.

Because of the character of the bank and collective think, number (1) workable technology, under Promotion, is not possible to achieve by an organization or group. Group research is not merely too expensive, it is also only re-search of the work generated by an individual. New ideas never appear in group research so it merely polishes at best (and messes up at worst) what has already been done technically by an individual.

Therefore organization begins at (2) good execution of the technology, exists to do (3) accumulation of the identities of persons, and (5) deliver what is offered. (4) Salesmanship - offering those identities something they will buy, again is usually the work of an individual thinking up ideas and offerings.

Therefore the central control point of an activity puts an organization there to do (2) good execution of the technology, (3) accumulation of the identities of persons, and (5) delivering what is offered, and works individually to find new ways to do (3) accumulation of the identities of persons, and originates (4) offering those identities something they will buy.

Thus a central control point has a dual engagement - (a) To put and keep the broad organization there to do (2) good execution of the technology, (3) accumulation of the identities of persons, and (5) delivering what is offered, and (b) to originate better ways to do (3) accumulation of the identities of persons, and new ways to do (4) offering those identities something they will buy.

Thus the relation of a central control point to the organization is very easy to understand.

The hardest work consists of keeping the organization from going banky and not doing (2) good execution of the technology (3) accumulation of the identities of persons and (5) delivering what is offered. The most brilliant work consists of better ways to do (3) accumulation of identities of persons, and effective things for (4) offering those identities something they will buy.

This is the totality of action by a central control point. If done well, the whole organization achieves the final objective and if done badly the whole thing dead ends.

Great pressures exist against a central control point to violate its needs for (a) Power, (b) Authority (c) Personnel (d) Wealth and (e) Property under Organization above, and it is easy to surrender without realizing that surrender is fatal in our case to every one on this planet and perhaps ourselves as well.

Resist these pressures successfully and the central control point then can do (2) good execution of the technology (3) accumulation of the identities of persons, (4) offering those identities something they will buy, and (5) delivering what is offered, and everybody wins.

And that's all there is to organization.

L. RON HUBBARD

LRH/mb/cs
Copyright © 1965
by L. Ron Hubbard
ALL RIGHTS RESERVED