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BOOK INCOME

I have occasionally said that "book sales bring in the org income".

It just may be that the sentence has not been completely understood.

It does not mean "the money obtained from selling books will support the organization."

It does mean that if the following cycle is not in proper sequence, the org will go broke.

1. Books on Scientology placed in the hands of individuals in the public interest interest them in Scientology.
2. Their interest in Scientology causes them to want more Scientology.
3. Such individuals contact a Scientology organization.
4. If that organization handles the expressed want intelligently, the book buyer in (1) comes in for service.
5. If the book buyer in (1) is given good service, he or she wishes to disseminate Scientology.
6. If the original book buyer can obtain books on Scientology suitable for their friends, the individual buys more books.
7. If these new possessors of books want service, they contact the Scientology organization; and
8. If 2 to 7 is made to occur then the cycle is repeated with other people.
9. The original book buyer in (1) continues to get more service.

Now in step 4 above, wherein the original book buyer buys and is given good service, i.e., processing or training, the organization makes all of its stable income.

This is the original and basic cycle which brought an organization into being and financed it.

The cycle is augmented only by (a) how the original book buyer gets his book and (b) how he is offered further service.

These two things, (how he gets the book and how he is offered further service), are the WHOLE OF PROMOTION ACTIVITIES.

Promotion is never aimed at anything else regardless of how it is done.

The ideas used in promotion must

- (a) get books into the hands of people in the public and
- (b) offer such persons service
- (c) offer such persons already sold lower services higher services.

There is nothing to it.

The basic approaches that get books into peoples' hands are

A. Obtaining long mailing lists of people who have bought similar books (health, mind, philosophy, mysticism, science fiction, self betterment, How to do it books), and sending them attractive fliers inviting them to buy Scientology books and arousing a want in them for the book.

B. Advertising books in magazines and other carriers of ads (even radio and TV) that make people want to buy Scientology books.

C. Personally contacting people, arousing their interest in Scientology and getting them to buy and read a book and also sending them in for service.

D. Personally contacting people, arousing their interest in Scientology and sending them in for service.

This last is done without selling a book. However, it will be found that most personal contacts require some form of a book, even a small pamphlet.

E. Getting people into congresses and PEs and other public events directly and selling them service.

The last two if only that is done, tends to get an uninformed and easily confused "public" into an org and rather tends to make the org into a clinic; not making Scientologists, the org soon runs low on personnel; bends toward a psychiatric authoritarian approach and the "zing" is gone out of the "field".

Therefore C and D should be tried but also an effort should be made to place books in their hands which they buy.

All this presupposes the existence of books and their availability.

Another pre-selection point is the offer of doingness type books. Do it yourself. "Any two people can", or "you can" "do what's in this book and get better". If the book also contains more theory than there is doingness for, a lot of people will want service too. This is the best combination. It gives us, too, the Book Auditor, a vital necessity in our ranks. This able, independent person becomes our best auditor when trained after a period of unschooled practice on his own.

When low supplies are carried or only early day publications are sold, the ability to deliver books suffers. The impact of fast-filled orders is lost and there is far less response.

Books have to be

- 1) offered with heavy impact
- 2) have to be delivered fast fast fast to give delivery impact; and
- 3) contain material to fit the person's level so that want-Scientology is aroused.

A book is a test of reach. So we at once knock out those who can't reach at all and thus spare ourselves their troubles until we are big enough to run proper institutions and clinics for them. All the money in the world would not be worth the stall we would get from such an unwieldy "help me-e-e" mob.

Scientology planning is built to make the able more able, leaving the unable strictly alone for the while. If we do this, we grow. If we, like some foolish persons do, tie around our necks the unable, the helpless, the backward, we won't be able to move high enough fast enough to then afford to help the helpless.

Given total stability, one can pick up heavy rocks. Don't try when halfway over a flimsy footbridge! We would "save the helpless" at the cost of Scientology itself and that's not smart.

The plan is to establish Scientology to make the able more able, secure the conquered terrain and then help the helpless.

You see, if we lost Scientology, the hopeless would never be helped so that isn't very clever.

Like a Class Zero auditor trying to process a psycho we'd spin in unless we made this one dissemination condition.

Get them to buy a book.

Two first reaches, then, are required of the individual in the public

1. Reach for a book
2. Reach with a little bit of money for a book.

Thus we have automatically selected the less disabled.

Now if we require three more reaches

3. Reach for service; and
4. Bring self in to the org;
5. Reach with money

we have now further selected out people and we have what able people there are around.

Given this as a group, we can then stabilize our position at a higher level and we can reach a hand to those who can't reach at all.

This state has not been attained yet. It will come in a few years.

Hence, all these things are meant when I say "books bring in the org income."

The cash they bring in from book sales is just about enough to sell more books. It is trivial.

The cash such persons spend then in the org on service is enough to finance our forward thrust.

Because they are able already our training and processing now shoots up their income potential and they actually can make a lot more than they spend in the org.

On this income the org eventually can attain organizational stability, buildings and all that.

But more important by good service we raise the ability of the already able people.

And with that we have lifted ourselves up as a group to the ability to help even the helpless. We'll be able to afford it.

We retard or fail to advance then to the degree that we

- (a) Seek to service the helpless
- (b) Fail to sell books
- (c) Don't furnish good service.

Those are the 3 FATAL errors we can make.

Avoid them, promote and sell books to an ever-widening sphere, give excellent service, increase the org's stability and we'll make it like a walk in the park.

That's what I mean when I say "book sales bring in the org income."

More than the org income. The sale of books, all other steps being in place, will bring us a Scientology world.

L. RON HUBBARD