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Applies to LRH Keeper  
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HCO POLICY LETTER OF 15 AUGUST 1966

INFORMATION PACKETS

There is a cardinal rule which has to do with any Distribution or Dissemination mailing piece which is:- NEVER INFORM SOMEONE OF THE ROAD TO TOTAL FREEDOM WITHOUT ALSO INFORMING HIM OF HOW AND WHERE TO GET IT. Therefore, it is essential that the following points be closely adhered to when mocking up Info Packets:-

1. An Info Packet must sell and make people reach.
2. An Info Packet should be pretty and eye-catching, so that when it is received the person receiving it is so interested in it that he will read the full contents of the packet.
3. An Info Packet must be "punchy" in text and in its ads, i.e., it should really communicate to the person it is being sent to and be on his reality level.
4. An info packet must sell a book. This is important, as this is how you get new names in your C/F. It is important that the book that you choose to advertise will hit the reality level of the type of people you are mailing to. For example, a good book to sell to a mailing list of pro-nuclear disarmament supporters would be ALL ABOUT RADIATION.
5. An Info Packet is not just one pamphlet all by itself. It is a packet containing several pieces. These could be a short punchy article designed to increase the person's interest and cause him to reach more, a book flyer, and a book order form. If it were a local mailing, you could even enclose an invitation card for the P.E. So, therefore, you have an article which causes him to reach more, a book flyer which tells him what he is to reach for, and a book order form which shows him where and how to progress in Scientology.
6. Your format for your three Info Packets for mailing lists must not be the same, as there is no sure fire way to appeal to all persons of that mailing list, and whereas the first Info Packet may not cause the person to reach further the second or third may cause him to reach further.

When Info Packets are sent to WW for approval they must be accompanied by a despatch telling what type of mailing list they are going to be sent to and each Info Packet must be clearly labelled as to which mailing (1st, 2nd and 3rd) they are for.

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