

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

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HCO POLICY LETTER OF 6 SEPTEMBER 1966

THE HANDLING, PURCHASED OR RENTED MAILING LISTS

Each Organization is to further its efforts to purchase and/or rent selected mailing lists.

The mailing lists of most interest would be:

1. Those of mystical groups.
2. Those of self-betterment groups.
3. Those of self-study groups.
4. Those of health groups.
5. Those who subscribe to magazines of special interest to the above categories.
6. Recent buyers of books in the above categories.

The procedure after purchase of each list is to have the names and addresses copied on duplistickers in Distribution Division. There are three duplistickers done for such persons on the list. On rental lists, one gets three sets of stickers from the mailing list company.

Each are then sent an Info Packet containing materials of interest, some book which would be of particular interest to such a mailing list should be offered in the Info Packet and a letter on why Scientology would be of specific interest and use to them.

After an interval, a second Info Packet is sent, and then a third Info Packet. Care should be taken in the planning and production of these selected Info Packets so as to really communicate to the list and a form is always enclosed for them to fill in and return. The form is different for each mailing list so that the Distribution Division can keep a statistic on which lists respond the best and which Info Packet communicated the best.

When the person responds to an Info Packet then his or her name and address is put on an addressograph plate and handled as per policy.

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