

HUBBARD COMMUNICATIONS OFFICE  
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GROSS PROMOTIONAL ERRORS

The Technology of Scientology is very powerful. An org can flourish and expand in the face of many administrative outnesses, so powerful is the Tech. When an org does not flourish and expand you know that the errors are of the grossest proportions.

When a downtrend in Gross Income occurs over a period of time longer than a few weeks you can be sure that what is not being done or what is being done wrong by the org is a violation of basic data pertinent to org expansion. It is not that some internal line has gone out or that some dispatches are stale dated; it is GROSS GROSS GROSS.

After closely inspecting several orgs with downtrends in their major statistics, including Gross Income, the following GROSS PROMOTIONAL ERRORS were found:

1. Virtually no outflow was occurring.
2. The org's field was "roughed up" with no ARC Break program in action to clean it up.
3. Staff members had not been audited.
4. The org image was far below what could be called professional.

Correcting just (1) and (4) above reversed the trends in four orgs in a row. These are the GROSS PROMOTIONAL ERRORS of an org.

When an org that is able to deliver Standard Tech is outflowing, many particles being handed out and mailed out to the public and regular mailings and letters going out to CF, there will be a flow of people into the org. If the org's image is one of professionalism (staff members well dressed and competent in manner) many will sign up for and take the org's services.

A regularly audited staff will want to outflow and will matter of factly present a professional image to the public. And the outflow will increase and the sign-ups and starts will rise.

An ARC Broken field, which has accumulated from long periods of out Tech, will diminish the effectiveness of all your promo by as much as 90%.

Know these GROSS PROMOTIONAL ERRORS well. An org that has declining statistics has three or four of them flagrantly occurring. Stamp out 1, 2, 3 and 4 above and the org will have up statistics no matter what else is being done.

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