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OES Hat ISSUE II
PES Hat
Franchise Hats
Franchise

Promotion and Motivation

Many promotional methods have been used in Franchise Centres. These would have to be studied in very successful franchises such as the old Las Vegas centre when it was under Kapulers. (His write up on this is available from Franchise WW. Applying the same principles the Kapulers Franchise in Sparks, Nevada is currently booming.)

The heart of Franchise is the FSM programme wherein the Franchise has its own FSMs. (FSM=Field staff member.)

No Org or Franchise centre ever got anywhere with "covert selling" wherein they somehow pretend not to be Scientologists but to sell covertly. Also no Franchise ever got anywhere "not quite agreeing with Ron" - the public leaves them alone in droves as we know by numerous tests. Centres which "knock Ron" or the Sea Org or Scn orgs vanish after awhile because the public holds them in contempt.

There is no substitute for being an honest part of the team.

Money Motivation

The weakest motivation is money. People and businesses that are motivated only by money are wobbly people.

A primary cause of Franchise failure is money motivation.

The scale of motivation from the highest to the lowest is

Duty - Highest
Personal Conviction
Personal gain
Money - Lowest.

Money is important in the world. But it is the grease on the machinery, not the motors. In a society which has lost its patriotism and pride, money will be found as a primary motivation. True, one is in trouble without money and it is a crime in the eyes of the society to be without money. But one also needs dirt to grow things in and yet dirt cannot be said to be the primary motivation for living.

So money is a tool, a gas tank. It is a MEANS of getting something done. It is no valid end in itself.

Thus a Franchise motivated only by money will eventually fail. For it depends more on the good will and personal conviction of Scientologists and the public than it does on cash. Thus there will come about a ridge between a money motivated Franchise and a public motivated by personal conviction or even personal gain. The potential agreement between the centre and the public is therefore a disagreement. The Reality, the R, is out and so the ARC is out and so there is an interruption of flows.

A centre or an org must flow out service, help, wisdom, useful data. These strengthen personal conviction and result in personal gain for the public. Processing is a personal gain

that leads to personal conviction. Money therefore flows back in AS A MEANS OF KEEPING THINGS GOING. As you will see on the above scale money is junior to personal conviction and personal gain and so is dominated by them or vanishes when personal conviction or personal gain are absent. Money flows poorly when motivated only by money. Look at bankers. Ever try to get a loan? And if you did, were you ever sorry you borrowed?

Health, ability immortality on the first dynamic are personal gain, gains never before attainable. They are so rare they are almost beyond price.

On the 2nd, 3rd and 4th Dynamics, the social advantages of Dianetics and Scientology add up to personal conviction.

The public understands that an org or centre must have money to keep the wheels going. They look on anyone using such wisdom and tech only for money with a kind of horror. They see it as an invalidation or a declaration that the material is worthless.

The public even understands an org or centre needing or having a lot of money only so long as money is used to improve the product, spread the word provide facilities and support the people doing the work.

Such service as training, processing, publications administration and management take an awful lot of money.

An expert survey once done at SH left the surveyors who had costed what was needed to deliver processing wondering how we ever did it.

A full psycho analysis covering five years cost a decade ago £9000! Yet we furnish far more and far more lasting a result for \$500. And all the processing we have to sell all the way costs far less than \$9000 much less pounds. It costs about \$75,000 to educate a psychiatrist who can obtain no good result. For \$500 or less we can train an HDC who can run rings around any commie psychiatrist on the planet. And all the training we can give wouldn't cost \$5000.

One of the reasons these services cost as little as they do is no org ever had to pay the research costs. I paid them. And a couple years ago I forgave 13½ million dollars owed me by orgs for real finance and service contributions. So whatever the enemy may say, the material was not developed only to make money. And so it can't be sold or managed only to make money. So it tends to make me and the public and almost all scientologists a bit nauseated when we get a profit of BIG PROFITS to be made in Scientology.

One is usually paid less than he is worth, excepting of course politicians, bankers and thieves and Con men. When people are paid more than they are worth they don't last long.

Therefore to obtain operating funds you have to give real service, real training real wisdom. You have to lead the field toward personal gain like health and personal conviction like a better society. If you lead very well and actually deliver you will be paid proportionately and will have security and longevity. You have to be interested in what the clientele is interested in, not only in their pocketbooks.

Psychiatry and psychoanalysis cannot survive except on government dole. As individual practitioners without grants, salaries and supports, they generally fall on their heads. The public won't support them since they represent no deliverable personal gain and certainly an adverse personal conviction. Thus their real income is as government hatchet men.

But a brief survey of psychiatric and psycho analytic students at a university showed they were motivated almost

wholly by money.

There are many ways then that a franchise or an org can mis-promote. They are all contained in failures to serve and failures to enhance personal gain and personal conviction in the field and public or demonstrations that their money is not used to support the upper dynamic goals or support people who give service.

Franchises have a common fault of trying to run with too few people. With only 2, 3 or 4 people they can't really give full service. They are parasitic on the research, publication, PRO Area control, ethics and activities of orgs to provide all their local services. So they appear to make more money per capita. Only by supporting and selecting to higher orgs do they contribute enough to justify their existence.

Org staff members, particularly those of the Sea Org, are motivated by duty as well as personal conviction. And they far and above do the best job. One of the infamous prophets of profit will never know how close he came to getting slaughtered in one org when he said to its staff, "any auditor worth anything at all can make \$1,000 a week in the field." He never realized how he had his values crossed up - or how close he came to getting clobbered for his lying invalidation. We unfortunately have seen a half a dozen of these fellows in the last two decades. They are always totally puzzled as to why they get a cold shoulder from staff members. And these fellows, being only motivated by money and unable to get any higher, never have seen that they are talking to people whose motivations are far higher.

There is nothing wrong with having lots of money. There is everything wrong with having no money.

But to work only for money is the dreariest thing there is, very short term indeed.

Thus Franchise (and org) PRO is governed by providing real service leading to personal gain and personal conviction and visible evidence that all monies are used to provide those services, improve them, maintain them and support those who in turn serve. This happens to be the truth of it.

The public does not require us to be poor. In fact they require us to be solvent so that we endure. But they do require (and so do we) that the motivation is service, the improvement of service, the support of those who serve and a better world.

Thus, particularly if you care to read HCO Pol Ltr 11 Nov 69, we have SOLVENCY as a MUST in this society. But we also have MOTIVATION. One is paid FOR carrying out the general motivation of an activity. He can be paid very well for it indeed. But only if he carries out the real motivation.

Solvency for the sake of solvency cannot be achieved because one is not paid only because he is solvent. One is paid for strengthening and carrying out the service one is paid FOR.

If you are going to be paid as an org or franchise it will only be because you are strengthening and serving individual and social motivations not because the org or franchise wants to be paid.

Some muddle headed misinterpretation of this is not only

possible but probable. If money is a poor motivation then obviously, someone may say, one should reduce prices or never make any charge at all.

But THAT solution we find is so bad that people who do not contribute money and get free service do not in fact accept it and can't have it.

Further, the whole service would vanish and cease to exist and that TOTALLY violates motivation on all the dynamics.

No, the solution is to charge whatever the traffic will bear because one serves the motivations of personal gain and personal conviction. But in charging for it, DELIVER.

DELIVERY then is really more important than payment to the public.

Thus an org or franchise must deliver services that definitely serve personal gain and personal conviction. Wisdom, facts, auditing, training, leadership, worthwhile programmes and targets, smooth admin, good ethics, support for those who serve and facilities for service, these are the first consideration of an org or franchise and what is stressed in promotion and what is delivered in meetings, lectures, courses and auditing rooms. We CAN and do deliver these.

Given normal promotion of these services and good back up of the promotion, finance ceases to be a vital point. The org or franchise makes money, is solvent and well supported.

Give good promotion and service and your price list is taken for granted.

Direct positive corrective interest in all service flubs or failures is itself good promotion.

The high hysteria the wog world gives finance and solvency and the necessity to keep pace with it is an evil with which we live. Working ONLY to "make good" within that hysteria is an hysterical action.

We have and do achieve excellent financial stability due to the dedication of our accounts people and despite a very woggy wog world.

But we live to serve. And we do it well.

LRH:ei
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