

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

Remimeo  
PES Hat  
Franchise Hats  
Franchise Holders

HCO POLICY LETTER OF 11 NOVEMBER 1969  
Issue III

FRANCHISE PROMOTION MUSTS

The following data was isolated as the key things done by the Kapulars in their highly successful (highest Franchise stats ever) Las Vegas Franchise and which are being done in their new equally successful Sparks, Nevada (just outside Reno) Franchise.

It is noteworthy that Stanley Richards, the all time record continuous attendance PE Course lecturer used almost exactly the same lecture approach and that all really successful PE and public lecturers do this exact public lecture approach. Successful Scn lecturers so consistently use this "exact-data" approach that it should be policy.

Instead of Pol Ltrs and HCOBs, Stanley Richards used chapters or parts of chapters from Scn and Dn books - which makes it very easy to sell the book used also.

Here is the Kapular rundown, followed by four notes written by Nikki Freedman who was also there at Las Vegas and is now in the SO.

It is notable that the 1950 to 1963 period is absolutely loaded with lectures and papers and tapes never heard by the public.

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THE WINNING APPROACH

"This is for the Franchise auditor who wants to have a consistent good flow of new business and consistent benefits of the quarterly Franchise Awards of Merit.

"Over the past four years I have enjoyed just that. This is one of the main factors why:

"ALL LECTURES ARE DONE OFF AN LRH HCOB OR HCO P/L. Even the first Introductory Lecture. When I walk to the front of the group that I'm going to talk to I take a bulletin and an abridged Scientology dictionary. The bulletin is read line-by-line, words are defined, two-way comm is invited (two-way comm with small groups under thirty people. Over that I skip the two-way comm). I then talk on the major points of the bulletin giving examples from life and push for the GIs - and am willing to quit 30 minutes early when the GIs are in.

"Evidences of an aberrated area" is a very fine PC producer. "Anti-social individual" has been a big winner. "Supreme test of a thetan" produces people who want training. "Overts, what lies behind them" produces cogs, GIs and paying preclears.

"This approach keeps LRH as source. That is a big help to you. It's just like auditing. LRH supplies the data, you apply it to the point of GIs and bail out.

"Auditing for a living is very lucrative, in terms of money made and loyal friends and personal satisfaction. Use the straight LRH data to disseminate with - then use the straight LRH data to audit all them new PCs with - and you have got it made.

Allen Kapular."

"SEND OUT A MONTHLY PROGRAMME OF LECTURES. Include 2 Free Introductory Lectures a week, plus a monthly topical series of lectures - such as a 6 lecture Study Series, 2 a week for 3 weeks. You can always include one "Special" tape play a week.

"After an Intro Lecture, direct everyone to the Book Store. Make sure each new body buys a book. You can use the last 5 minutes of your lecture time disseminating Problems of Work, Fundamentals of Thought, New Slant on Life, etc.

"HOLD MONTHLY FSM MEETINGS. Hand out the pertaining FSM policy to the people, and explain the FSM Programme to them. Before you close the meeting, give each person a couple sheets of paper and envelopes, so they may write out their applications to the nearest Orgs, AO and SH to select people for them. You even mail the letters for them! AT THIS MEETING, EXPLAIN TO THEM THAT THEY MAY SELECT EVERY PERSON THEY BRING INTO SCIENTOLOGY, and that if

they have not done so in 2 weeks, the Franchise will select them. This chance for them to make some money creates a terrific body and money flow for the Franchise.

"ENCOURAGE YOUR STUDENTS TO BUY BOOKS IN QUANTITIES OF FIVE AND SIX AND SELL THEM AT WORK AND AT HOME. If they have Memberships, they get their books from you at a discount, so here's more cash for them.

Nikki Freedman"

L. RON HUBBARD  
Founder

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