

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 18 AUGUST 1971

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Pubs Org Only
A/Dissem Aides

IMPORTANT

MERCHANDISING EXPERTISE

(Refer: HCOPL 13 Aug 70 "Liabilities of PR"
HCOPL 13 Aug 70 "The Missing Ingredients"
HCOPL 13 Aug 70 "Wrong Publics")

Up until now the importance of what promotional pieces are sent to what Publics of a Pubs Org has not been stated.

Carefully selected out promo for a particular public will bring in the orders, boost sales and raise stats.

If one were to each week get out a heap of promo, stuff the assorted promo pieces all into one envelope, and mail the envelopes to "all of CF" and hope for the best, you would have a good bulk mail out stat, but little if any response. The receiver of such an "envelope" could get confused, become ARC Broken and wouldn't order a thing. He should receive only that promo designed for that public of which he is a part.

The same would apply if you were to mail out one flier which promoted one item to three different Publics. As each Public has its own reality and its own particular discount rates, it would be confusing to try to communicate on each Public's reality in one flier. For instance, take the HSDC Packs. These packs can be sold to orgs, Franchises and Students/Graduates. Each of these Publics needs a separate flier. Each flier would cover the seven points of an Ad (HCOPL 10 Feb 67) for that particular Public.

The above is not more work, as when you mix publics you have to send avalanches of promo. The item becomes easy to order if each promo piece is each directed to one Public.

PUBLICS. ITEMS AND PROMO

Pubs Publics consist of:

- (a) Orgs
- (b) Franchises
- (c) Bookstores
- (d) Book Distributors
- (e) Members
- (f) Staffs
- (g) Students
- (h) Course Graduates
- (i) Scientology & Dianetic Book Buyers
- (j) Public Book Buyers

From (e) to (j) comprise your Individual Buyers.

We know that a Pubs Org sells the following items:

1. Books
2. Meters
3. Tapes
4. Films
5. Course Packs
6. Insignia (Charts, Photos, Pins, Certs, Posters)
7. Policy Books

Types of promotional pieces selling these items are as follows:

- i. Fliers
- ii. Questionnaires
- iii. Letters
- iv. Ads in Auditor Mags (Minor and Major)
- v. Monthly Pubs Mags
- vi. Radio and TV Ads
- vii. Book Ads in Science Fiction Mags, Health Mags, Mystic Mags, Newspapers
- viii. Catalogs
- ix. Brochures
- x. Trade Journals
- xi. Circulars

Each of the above Publics have particular items they are interested in buying, various discounts they are entitled to, and because of this each Public must be communicated to separately.

To simplify matters, the following outlines what Publics receive what promotional pieces.

ORGS

Separate promo pieces selling orgs tapes, course packs, meters, books, films, insignia and policy packs.

As orgs usually buy in bulk, the promo promotes bulk purchases and their respective discounts.

Course Packages can also be promoted and sold. These packages include all items necessary for running a course. (See HCOPL 16 Mar 71 "What is a Course".)

Orgs have Tape Nights. Promo pieces must then exist pushing what tapes would be suitable for Tape Nights and TO BUY. Same with Congresses - promo can be sent out listing what Tapes would be suitable for Congresses.

A Catalogue of all items in stock with cost of each mailed to orgs, is a great sales puller, and makes ordering that much easier.

FRANCHISES

Same as for orgs, except Franchises are limited as to what tapes and course packs they can purchase.

Franchises also have bulk discount rates, and the promo designed for Franchises must make this very clear and understandable.

BOOKSTORES

The following tells you how to sell books to Bookstores, and has been taken from Operational Bulletin No. 11 of 3 Jan 56 written by LRH.

Procure telephone books for the various cities, particularly the more important ones, and comb down through the classified directory listing all bookstores.

Take this as a complete bookstore list and have made up a very fancy and presentable circular. Offer the Bookstores the usual trade discounts and operate just like a book distributor. You don't have to have any order form or order blank, you simply put together a little brochure which tells the bookstores what books you have available and puts these books on order to them. You will be amazed how many orders come in particularly as the sale of Scientology and Dianetics books has been tremendous and you say so in the brochure.

Now making proper coverage you then continue to hammer and pound away at the bookstore which didn't order until you have set-up a full distribution circulation as a separate enterprise and activity, fill their orders very promptly and remember to watch your billings.

Many of these Bookstores will order books on credit. It is perfectly all right to sell the books on credit but it is necessary to bill them at a certain time. If this is done on the release of any new book it is necessary to send copies of this book to every prominent newspaper for review. These newspapers will review the books. Furthermore in such things as the Saturday Review of Literature you can buy a small Ad or two announcing the publication of the book. In addition to that and particularly this you place an Ad in the Booksellers Trade Journal.

The Booksellers have a Trade Journal and this Trade Journal sells Ads and you buy a big ad in the Trade Journal and then all the bookstores look at this and many of them send in for this book. This takes a little bit of doing but this is the totality of operation and action which the publisher actually gives you. Of course, the publisher has a salesman or two, but these salesman are actually working for many publishers and are seldom relative to just one publisher. They are trying to sell so many books at once that they get into quite a confusion over the thing.

BOOK DISTRIBUTORS

What you are selling Book Distributors are BOOKS, BOOKS and MORE BOOKS.

By definition a Distributor in the Book Business is one who provides books to retail sales outlets. Distributors are interested in bulk purchases of say a 100 or more of the one title.

Your best means of promotion here is personal contact with an attractive catalogue of books in stock and samples of Book Jackets in hand. Book Distributors can choose their titles and place their orders on the spot with the Publication's Rep.

STAFFS

There are Org staffs and there are Franchise staffs.

Here we would send out fliers selling the OEC Volumes (Books of Policy). Such an item is right on their Reality level and a must for successful post performance.

All Org Staffs should have Volume 0 and Execs the whole set.

Franchise staffs unless Graduates of the OEC, are only authorized to receive Volume 0.

STUDENTS/COURSE GRADS

Promotional pieces designed especially for students and course graduates are a must.

All students need Course Packs, Tapes, Books and their own meter.

A Student Course Package must be promoted and sold. Such a Package would consist of all items for each particular course. i.e. Books, Tapes, Course Pack, Scn Dictionary, etc.

For a student or graduate to obtain course packs he must provide evidence that he has enrolled or graduated from the course.

Confidential materials would never be sold to any student or graduate. Confidential materials are sold only to the org who is authorized to teach the course.

BOOK BUYERSSCIENTOLOGY & DIANETIC BOOK BUYERS

An attractive "What Books Do You Have?" questionnaire would get books orders rolling in.

You can do the same questionnaire for tapes.

A flier stressing one book and to buy this book for your friends, along with a personal letter, is also another means of increasing your individual sales.

PUBLIC BOOK BUYERS

Public Book Buyers can be reached through the media of Science Fiction Book Ads, Health Mag Ads, Mystic Literature Ads, etc.

Mailing Lists of the above must be purchased and appropriate promo sent them selling such books as DMSMH, All About Radiation, Have You Lived Before This Life, History of Man.

TV and Radio Ads should also be employed as a means of raising your individual Public Sales. Newspaper Ads also.

A Catalogue of Scientology and Dianetic Books would be well received by all Book Buyers. Samples of Catalogues of successful mail order business firms should be studied before embarking on this type of promo.

The idea is to use all media available to get Scientology and Dianetic books disseminated and into the hands of all Book Buyers.

MEMBERS

Members would receive promo pieces selling Special Book Packages such as "Books for OTs", the "Basic Books of a Case Supervisor", "Books for Auditors". Major Issues of the Auditor and Pubs Mag should carry such Ads.

Special Gold Bound books promoted and sold only to members would make books easier to order as would do away with your discounts and odd prices, and besides would be a great sales puller.

GENERAL MAILINGS

Major and Minor Issues of Pubs Mags must be employed. The Mag must have a Theme and the Theme should be what Pubs is doing to better Service Delivery.

The basic purpose of the Mag would be to sell books on Scientology and Dianetics.

The Auditor Mags must carry Book, Meter and Tapes for sale from Pubs. Minors would be mailed to all of CF including the Books Buyers, and the Majors to Members.

EASY TO ORDER

With each promotional piece must go an order form and a return addressed envelope. An item must be easy to order and only those items which are in stock can be promoted. Old SH Auditors and all Policy must be studied hard by all concerned to relearn how to merchandise Books, Meters and Tapes.

GOLDMINE

A Pubs Org is a Goldmine. Effective promo mailed to the right Publics brings you this goldmine.

An up-to-date Addresso, correctly tabulated with a matching CF is the backbone of any Pubs Org.

The Individual Market as yet has never been tapped. And remember, it's the Individual Sales which gives you your profit margin and your stocks.

NOTE: At this time of writing, Pubs ASHO are mainly in the Book and Meter Business. Their promo outlets and Publics are the same as Pubs BK however, and this P/L therefore also applies to Pubs ASHO.

Dissem Aide

By Order Of

L. RON HUBBARD
FOUNDER

LRH:RE:nt

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