

Saint Hill Manor, East Grinstead, Sussex
HCO POLICY LETTER OF 4 NOVEMBER 1973

Remimeo

PUBLISHING POLICY
BOOKS AND MAGAZINES

Magazines are advertising pieces for other items or services.

They are not in themselves a primary publications media. By that is meant you do not use a magazine as an outlet for the publication of a book in the magazine itself, or a poem or an HCOB or P/L or any other valuable item.

Magazines review them without giving much content, discuss them, refer to them and direct attention to primary items or services. Magazines do NOT carry the item itself.

People do not respect things issued in magazines. They respect the same things in books.

Newspapers and magazines REVIEW and DISCUSS and DIRECT ATTENTION to things and make them desirable.

If the person wants the thing itself he is directed elsewhere.

This is standard operating policy not just with us but is standard with the whole industry.

Even where abridged books appear in public magazines or serials, they usually have come out in a book. But notice that general publishers do not even do this any more and limit magazines and newspapers to REVIEWING their publications.

A Review is limited by copyright law to 200 words of quotes from a major book and even then should have permission from the author.

Possibly people do not respect what appears in a magazine because, as a partial explanation, there is little or no exchange. They get, particularly in our case, the magazine free.

WEIGHT

Magazine format has no weight in terms of ounces or pounds. People respect BIG books.

Pocket books are a very last resort in publishing anything. They too lack general respect. And they are not economically sound for a publisher until they go to hundreds of thousands copy volume.

The heaviness and bulkiness of a book determines respect for it.

One even puts thicker paper in books which have less text.

PRICE

Lowering the cost of a book decreases its sales volume in most cases.

An example was the paper bound "Handbook for Preclears" and "Self Analysis". They sold for \$2.75 in the original paper bound edition. As many thousands were on hand the price was reduced, to help dissemination, to \$.35 each. THEY CEASED TO SELL AT ONCE. After a long time, I noticed they were not selling and put their price back to \$2.75 and they instantly began to sell in volume and went into reprint.

DOWNGRADE

It is a downgrade of materials to:

1. Issue in magazine form.
2. Issue in pocket book.
3. Make small books.
4. Make light books.
5. Decrease price.
6. Issue in a portmanteau fashion (like cut three books down to one or issue 6 planned issues in one issue). (This does not include selling whole libraries of books at one time for full price each "with discount".)

MERCHANDISING

A new book is published as a book.

It is heralded, reviewed (without giving all in it or its key) and advertised in magazines and flyers.

Its price is not cut.

It has SIZE.

It has WEIGHT.

It is never paperbacked for any reason.

It has quality paper.

It is quality designed.

It has quality printing.

IT CONTAINS NO TYPOGRAPHICAL ERRORS.

Its art work is splendid and colorful.

It is economically sound.

It is advertised and referred to on and on many times.

It is kept in print so it never backorders.

PR campaigns are built around it.

It is shipped so packaged that it is not damaged.

Flyers for it go into Reg letters etc.

If a printed edition of it has been a down grade it is brought up to date and reprinted as above WITH ALL ERRATA corrected and it will sell well again.

It is advertised in public magazines devoted to its own type of public.

PROPERTIES

A "property" is a valuable saleable item.

We have literally thousands of properties.

We just have not at this writing merchandised them and made them available for sale.

We are getting about 1/100th of the sales volume we should simply because policy is not followed and properties are not gotten together issued ON POLICY as above.

DISSEMINATION

As almost the totality of dissemination becomes real only with books, general dissemination is running at about 1/100th what it should at this writing even though it may seem high already to you.

A successful Public Reg once said, "It's hard to sell public off the street even if they come in. But if they

have read a book, there is no selling necessary. One just signs them up."

We ARE the answer to this planet's human problems. Why keep it a secret? Learn book policy and use it!

L. RON HUBBARD
FOUNDER

LRH:nt
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