

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 5 SEPTEMBER 1974

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BOOK SALES TO INDIVIDUALS
FROM PUBS

The usual channel for the sale of books is through Orgs, Franchises and bookstores. These obtain their books from Pubs Orgs.

There is however another line of book sales from Pubs Orgs to individuals. This line has been so misunderstood that it very easily vanishes. Yet it is a vital line.

When an Org, through FP troubles or other reasons fails to stock up fully, or fails to push books into the public, its stats falter. Individuals in its area cannot get books, tapes or meters from the Org. Thus there MUST be another line so individuals in an area can order books.

All the Individual Book Sales Line consists of is a second line to the public from Pubs.

The name and address of the Pubs Org must appear on all cards, inserts and ads in local and international magazines. "Obtain at your nearest Org or Franchise or, if unavailable, order from Pubs Org (address)," is the type of small print that goes on every card. An Org's magazine has the Org's address all over it. The Org or Franchise that ships books has its address on insert cards. BUT IF THEY HAVE NO STOCK OR AREN'T DELIVERING, THEIR MOST VITAL DISSEM LINE IS SHUT. If the public can order from Pubs Org direct, there is still dissemination and the Org will benefit from it.

MAG ADS

There are three types of magazines that should be used by Pubs Org and Orgs.

1. The org magazine.
2. The international magazine such as the Auditor and Advance.
3. Public magazines which specialise in the mystic or supernatural or have common ground. Ads in this type of magazine are small insert ads, an inch or two, which give the book title and the price and address with a suitable, surveyed ad text for that mag's public. One simply runs these ads month after month. Usually a major org runs them for the Continent in conjunction with Pubs Org.

All ads carry the Pubs Org address as well as the major Org of the Continent, with the text such as above.

PUBS "CF"

The CF of Pubs is a collection of persons who have individually bought books from Pubs.

It is accumulated through individual book sales.

It is not the whole Book Buyers list of every Org. Magazines go out to these book buyers on occasion from these Orgs and there is no need at all to repeat mailings to them from Pubs direct.

The CF of Pubs also contains the name and address of every Org and Franchise and bookstore that has ever ordered from Pubs.

The CF is in two parts - A. organizations and B. individuals.

Both parts A and B have folders as in any other CF.

They have the same address system of plates or address stencils so mailings can be gotten out.

The same invoice and filing system of invoices is used as in any other Org.

Policy in Vol 2 and 3 OEC cover these.

The Individual CF of a Pubs Org builds slowly but it builds. AND MUST BE KEPT UP.

Address change policy is used to keep it current.

If the CF does not look like this, it is hard to sell people books as one doesn't have their folder to hand.

If one has the Individual CF in shape, new books can be gotten out easily to such a list.

SUMMARY

The Individual Sales of Pubs Orgs must be gotten in and kept in.

That is done by understanding what it is, that it is an important part of dissemination and that it must have somebody assigned to it who is hatted and keeps it current and useful.

When individual sales are omitted, dissemination can be shut off for an Org. And its public cannot get items the org doesn't stock.

That you can always also get it from Pubs Org opens
the lines.

DON'T CLOSE THEM.

L. RON HUBBARD
FOUNDER

LRH:nt
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