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ISSUE I

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HOW TO WRITE PROCUREMENT LETTERS

(Excerpted and edited from LRH Lecture
to Washington Promotion and Registration
personnel - 16 December 1958)

WHO TO WRITE TO

A procurement letter is one originated in order to interest somebody in training, processing or even memberships. But specifically training or processing.

The most important factor to consider when writing a procurement letter is the REALITY FACTOR.

Reality, or data, is collected in CF from returns from promotion sent out. Magazines, fliers, posters and even books are all designed specifically to communicate and get a response from a person. (See HCO Policy Letter of 10 April 1977, DISSEMINATION PIECES, STABLE DATUM, APPEARANCE, LAYOUT AND DESIGN.)

Through the reality factor presented to you in the file, one designs the communication. Your disposition as a Letter Registrar is reflected through your communication in your letter, and this message, and the presentation of it, plus the enclosures you include should cultivate the person's interest in training and processing. All of what is enclosed must be appropriate, for it to be a communication with reality.

Letter Registrars do not handle ARC broken mail. This is handled by the ARC Break Registrar whose job it is to patch up ARC breaks for people.

Letter Registrars are interested in procuring people.

When Registration mail comes in, it is divided into two stacks. There is a category for ARC breaks, and a category for mail which is "hot". There is no such thing as a "no category". If there were a "no category" it would be because somebody hasn't written in. So, the fact that somebody wrote indicates they are hot for something. And, by the way, what you do with somebody who is a hot somebody or other is: YOU JUST SELL THEM MORE. You don't sell them just anything, you just sell them more. He's already sold, so you don't have to do any selling. And, of course, if somebody writes in and is ARC broken, this letter is just shunted over to the ARC Break Registrar.

Letter Registrars particularly have to be willing to take responsibility for every reactive bank in the whole country. If they cannot take that responsibility they are off post.

R-FACTOR IN LETTER WRITING

An example would be a person writing in and saying, "I live down here in Mumbo Jumbo, Florida and I'm interested in knowing how to get a group together." If you did not have a Group Secretary you would write him a letter and tell him how to get a group together. But take a good look at the R-factor. The person wrote and said, "Mumbo Jumbo, Florida," and asked how to get a group together, and all you can think about with relation to him is "Where is Mumbo Jumbo, Florida? I've been down that far in Florida and I don't remember Mumbo Jumbo, Florida. Where is this?"

You might think the person would obviously ARC break if he was ever asked such a question and so you had better repress your strange curiosity and write, "Well I'm sure groups would get along fine in Mumbo Jumbo," and you will never hear from him.

Your expectancy must be the same as if you wrote a friend in some other part of the country and said, "How are you? How are you getting along?" Wouldn't you be upset if he never wrote back?

This brings up the question of what you do with a file folder while waiting for the answer. You put it where it belongs which is in CF.

Now, the only thing you can think of with regard to the person is, "Where is Mumbo Jumbo, Florida?" You really would not go wrong if you said, "Dear Jim, Where is Mumbo Jumbo, Florida?" He would write back and say, "You know, everybody asks that! When they get down here they ask where we are and we're trying to straighten some of these people out. You've asked the same question so we want to put ourselves on the map as far as you are concerned at least. Now, are you going to send me a group manual or aren't you?" That is not an ARC break. The person answered, didn't he?

DON'T KEEP ON VIOLATING YOUR OWN REALITY BECAUSE YOU WILL CUT THE C. DISREGARD THE A - SKIP THE A. FOR THERE TO BE C THERE MUST BE R AND R IS SIMPLY REALITY WHICH IS BASICALLY COMPOSED OF AGREEMENT. WHAT CAN YOU AGREE WITH PEOPLE WITH? NOT WHAT WILL THEY AGREE WITH, AS THAT YOU CAN NEVER GUARANTEE. BUT YOU CAN CERTAINLY GUARANTEE WHAT YOU WILL AGREE WITH.

One example of this was a letter which said, "In reading Fate magazine, I read your article about Scientology, Fundamentals of Thought. I am very much interested. Please find enclosed one dollar for same. Thanking you." The reply to it went from the Org Sec and he had no business writing one as she had just bought a book. It was no wonder there was no further file on her. This drowned her and she evidently resented it. I could write a letter right now and say, "I'm sorry we wrote you a long and drawn out letter. What do you think of the book? If you've thrown it in the ash can it wouldn't surprise me." And she would write back and say, "That's what I did. I threw it in the ash can but I've fished it out now and I'm looking at it again."

Another example was a person who had taken a distribution center checksheet, had written a letter and had no answer to it. "I have been owner of the book Dianetics, since 1950. I am desirous of obtaining additional books. I also have a copy of your magazine in which you list three to five new books. Are these still available? If so, please send me a list of current prices so that I may purchase additional books. Is there a Dianetics Group here in the Detroit area? Please let me know the address if there is. Thank you very much for your letter." Somebody said to him, "I am sending you a booklet and several other pamphlets for use and information." The person wanted to know about books but was sent pamphlets! That's not R. He had not answered since 2 December, 1957 and the ARC break consisted of this; "Thank you very much for your letter to the Hubbard Dianetic Foundation. The Foundation has moved to Washington and its past 7 years of evolution is now widely known as Scientology." This was nonsense and the person was not prepared to accept this. Furthermore, it was false because the Hubbard Dianetic Research Foundation and Dianetics still exist. This was upsetting to the person.

Now the only thing you would do, as he wanted some additional current books and a Dianetic Group, would be to say, "I'm sorry there's no Dianetic Group in Detroit. There is however a Scientology Group if you want to go over there. Here's a list of current books. Thank you very much."

A further example was a person who was snowed under with nothing in the file folder but letters from us. Obviously he should never have been written a thing.

A Registrar recently mentioned to me she ran across one of these folders which was almost all communications from us to the person with one or two book orders from him and he suddenly arrived for a course. That does not say it doesn't work, but I am telling you what works better. The mystery to this was probably that his original communications had been lost.

Another example was a letter saying, "Thank you very much for your Congress questionnaires." This was obviously a standard old line customer. The Registrar should have written him and said, "How are you? Have you recovered from the last Congress?" or anything that interested the Registrar.

One letter said, "I haven't heard from you in a long, long time. What have you been doing? I've been real busy as usual helping make automobiles. My schedule is such that I won't get down to Washington much any more but I sure would like to come. It just isn't possible to come down to the Congress this year because I'm getting married." He was going to bring his wife down to Washington. The reply which said, "Thanks for your letter. We're now making Clears..." was a standard sell, sell, sell, and was definitely not correct. The Registrar should have said, "Getting married? Well, I hope you make your girl into a Scientologist," which was the only thing that interested me when I read it. There were no ARC breaks in the file to amount to anything, with only a couple of letters from the ARC Break Registrar.

This last letter was the best example. The letter which followed it was very out R.

CENTRAL FILES

CF was also not too well kept as otherwise the folders would have been fatter. They evidently had some stuff lost out of them. A well kept CF is therefore vital.

INTEREST AND R-FACTOR

Now, in the last folder, the person was actually apologizing for not coming. He got awfully brave and said he was getting married and thought he would bring his wife to Washington. I hoped he would. I also hoped he wasn't upset about something. I got interested in whether his wife was a Scientologist and whether she knew anything about the subject. I did not care about the fact of making Clears and that it had been an 8 year goal. I knew it was because I had done it. Everybody else knew about it so why write it in a letter.

The letter is to a person. It reflects R.

Another example was a letter to someone who had taken a HAS Course from a field auditor. Earlier he had said "I am leaving home and I'm leaving my wife and children because I know I can't straighten myself out until I have left them all. And I am going over to Detroit to take an HAS Course." That was 6 months ago and he had not been heard from since.

I asked a Letter Reg to pick out that part of the letter she was interested in. She replied, what happened to him, where were his wife and children and what happened to them, and what was his wife doing.

The Registrar was now cooking on both front burners because she was taking responsibility for his life which was running badly and which she wanted to straighten out. She wanted that life straightened out one way or the other. It was not that she particularly even wanted to or had to do something about him but she certainly was going to find out.

ARC BREAK HANDLING

The way you answer an ARC break such as, "Take my name off your mailing list," is to do the drill TR 5N which is ARC Breaks, Handling Of*. There are a hundred ways of doing this drill with no pat question. This is a very important one to Registrars. You could ask the same thing in numbers of ways but it is an auditing session you are entering and when you ask an auditing question like, "When did you first feel that you would like to get off our mailing list?" you are liable to spring a bigger, more voluminous answer.

* - TR 5N - See definition in Dianetics and Scientology Dictionary

What do you do with these big answers that come in after you have sprung one? You just write the person again. You sort out of the new reply what you are curious to find more about, you state it, ask it and carry on an interested and interesting correspondence.

It is very difficult to get interested in somebody that you know nothing about, so it is silly. You can write a kind of a form letter if you are going to do that but the files are certainly full of form letters.

EFFECTIVENESS OF 'R' IN LETTER WRITING

People have begun to believe that only personal contact sells anybody. That is not true. Here is the test. I had several sample letters, one of which said, "I really want to become a trained auditor." I wondered what happened to that goal as the person really had wanted to become an auditor. That was my R. So I wrote this letter, "When I was looking over your folder, my interest was struck by the fact that on 10 February, 1957 you were saving for basic goal.** On looking further I see you did not take an examination. I am mystified as to why you did not complete your basic goal for training. Did something happen to deter you in your auditing career?" That was what interested me.

Another folder was from a person who had just bought an E-Meter. I figured he would probably be having trouble with it about that time, so I wrote him and said, "Dear Bill, Did you get your E-Meter? How does it work? Best regards."

These letters were all signed by the name of the Director of Promotion and Registration, not by my name. The HCO Communicator took them because they were two actual files and mailed them, and they got replies.

You certainly don't register a sales letter. It is not that a sales letter is bad - it is just unreal.

REALITY AND BODY REGISTRATION

When people walk in to buy something, they don't need a sales talk. If they are interested in being talked into a sale they probably have ARC breaks with practitioners and should be turned over to the ARC Break Registrar. Someone says he doesn't know and you ask whether he wants help or not. He asks how much it is and you reply that the Accounts Department handles that and give him a price list. He exclaims how terribly expensive it is and you state it is terribly expensive but psychoanalysis only costs about \$15,000 to \$20,000 for nothing and here he is getting a real cut price. It does not matter what you say as long as you stay interested in the per-

** - Basic Goal - See definition in Dianetics and Scientology Dictionary

son and stay real. The next thing you know the person will be beaten down by that much reality and will realize he can't pull his standard dramatization. You tell him to sign up and he does. He asks how much the interest will be and you tell him to go to Accounts, take it up with them and they will send him the contract in the mails.

Don't be so interested. You can be as nice and as helpful as you want to be.

But remember that you are selling something that does not have a price. It is utterly priceless and people are unlucky enough not to know it, and unless you know that the service units are giving good service these days, you would have a hard time selling it.

L. RON HUBBARD
FOUNDER

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and
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for the

BOARDS OF DIRECTORS
of the
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