

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 25 JUNE 1978

Org Staffs
Div 6s
Registrars
FSMs
Missions
Groups

(BPL of 25 June 1978 now issued
as an HCO PL under same date
and title.)

(Reissued 14 September 1988. Only changes
are to delete the PR Series number which
was incorrectly retained by another when
the PL was issued as part of the Marketing
Series, and to delete the first line after
the heading "COME-ON," which was a mimeo
error.)

Marketing Series 6

COME-ON DISSEMINATION

A recent look at dissemination revealed the following data:

DISSEMINATION BY MEANS OF PURVEYING A LITTLE PIECE OR
SEVERAL LITTLE PIECES OF TECH (to answer questions,
show how a person's problem could be handled, show
how the mind works, etc.) ENDS THE CYCLE AND TERMINATES
THE REACH.

DISSEMINATION BY MEANS OF "COME-ON" STRENGTHENS THE
REACH AND LITERALLY PULLS THE PERSON IN.

COME-ON

A thetan is a mystery sandwich. If we tell him there is
something to know and don't tell him what it is we will zip
people into Div 6 and on into the org.

So in using come-on, one simply does the above. You either
have or you create interest in your prospects - then you
channel them along. Their own curiosity will pull them along
the channel, providing you created the correct mystery in the
first place.

You channel by indicating where and how to get the data
- never just GIVE the data. And one can keep on doing this to a
person - shuttle them along using mystery. Dept 17 services
especially should be geared to this, one service ending in some
mystery that only the next Div 6 (or better yet, Div 4) service
will solve. One can also put this type of come-on promotion in
books one sells so the person buying the book is put into mystery
and doesn't just end on a win by reading that one book alone.

END-OFF

Reach gets blunted or terminated once a person gets his
question answered, the solution to his problem, etc. Purveying
random and little pieces of tech to a prospect and the public at
large does just this. This is end-off dissemination.

Thus one should gear one's dissemination to the come-on and
keep the prospect's appetite for knowledge and mystery well

stimulated and channel the person right along so that he will and does become an actual Scientologist.

In our case, the curiosity restimulated eventually will be fully answered and to the person's complete advantage. When he is given a mere scrap of information, he has been denied the full data, gains and technology which will be his if he attains the benefits of major services.

DEFINITIONS

MYSTERY: the glue that sticks thetans to things. (Dianetics and Scientology Technical Dictionary)

MYSTERY SANDWICH: 1. the principle of mystery is, of course, this: the only way anybody gets stuck to anything is by a mystery sandwich. A person cannot be connected to his body, but he can have a mystery between him and his body which will connect him. You have to understand this thing about the mystery sandwich. It's two pieces of bread, one of which represents the body and one of which represents the thetan, and the two pieces of bread are pulled together by a mystery. They are kept together by a volition to know the mystery. (PAB 66) 2. a thetan stuck to anything is, of course, just a mystery sandwich. Thetan, mystery, object - mystery sandwich. (SH Spec 48, 6108C31) (Dianetics and Scientology Technical Dictionary)

COME-ON: (noun) 1. something offered as an inducement. (Webster's New World Dictionary) 2. something offered to attract or allure; enticement; inducement. (World Book Dictionary)

SUMMARY

Imbue your prospects and the public at large with a thirst to find out.

Mystery, not little scraps of data, will be found to be the biggest puller.

L. RON HUBBARD
Founder

Assisted by
Public Films
Scriptwriter Assistant

Adopted as official
Church policy by
CHURCH OF SCIENTOLOGY
INTERNATIONAL

LRH:CSI:SH:dr.jk.gal.gm.cn