

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

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Marketing Series 7

PR Series 31R

THE BASICS OF MARKETING

There are certain stable data anyone engaged in Marketing or preparing the materials for marketing should memorize so that he can think with them. These are not just stable data which one uses to qualify whether or not a marketing thing is okay, these are the stable data from which a marketing person, or anyone connected with the development of marketing, use to create the products related to marketing such as fliers, ads, info sheets, material for salesmen, posters, etc., etc. Memorize the basic data given below and be familiar and able to work with the material contained in parenthesis after them so that you can think with these stable data.

- 0) Be a professional in anything you do.
- 1) Survey for the public and then survey that public with regard to any product. (HCO PL 2 Jun 71 II, PR Series 10 BREAKTHROUGH PR AND PRODUCTION TONE SCALE SURVEY; HCO PL 1 Jan 77RA, Rev. 29.8.79, *Marketing Series 3*, PR Series 33R MARKETING HAT; HCO PL 12 Nov 69 APPEARANCES AND PRO; HCO PL 13 Aug 70 II, PR Series 2 THE MISSING INGREDIENT; HCO PL 13 Aug 70 III, PR Series 3 WRONG PUBLICS; HCO PL 23 Nov 69 INDIVIDUALS VS GROUPS, and any other Survey Tech.)
- 2) Do your homework. (Study the market, competitors, field, publics, etc.)
- 3) Be fully familiar with the propaganda line of PR or public image your company is currently following.
- 4) Know your product.
- 5) Establish and use a positioning for every product. (HCO PL 30 Jan 79 Reiss 30 Aug 79, *Marketing Series 5*, PR Series 30 POSITIONING, PHILOSOPHIC THEORY.)
- 6) Impinge! (Applies to graphic design, campaign ideas, anything else.)

- 7) Be alive! (Don't compose dead downgrades.)
- 8) Direct peoples' attention. (This applies to graphic design, wording of ads, placement of ads, color choices, ideas, capers and stunts.)
- 9) Make material aesthetic. (Know how to use geometric design, color wheels, color depth perception, layout, etc.)
- 10) Be clean, clearcut, comprehensible. (Don't be complex and muddy.)
- 11) Use come-on. (In advertising you never tell all you know, just tell people how they can get it or find it.)  
(See HCO PL 25 Jun 78 Reiss 31 Aug 79, Marketing Series 6, PR Series 32 COME-ON DISSEMINATION.)
- 12) Create want!

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