

HUBBARD COMMUNICATIONS OFFICE
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Marketing Hats
Dirs Promo
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Marketing Series 4

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SURVEYS ARE THE KEY TO STATS

(From LRH ED 161 INT, 18 Dec 1971, same title.)

References:

HCO PL 13 Aug 70	PR Series 2
Issue II	THE MISSING INGREDIENT
HCO PL 13 Aug 70	PR Series 3
Issue III	WRONG PUBLICS
HCO PL 27 Nov 71	Executive Series 3
	MONEY
HCO PL 3 Dec 71	Executive Series 4
	EXCHANGE
HCO PL 2 Jun 71	PR Series 10
Issue II	BREAKTHROUGH, PR AND PRODUCTION, TONE SCALE SURVEYS
HCO B 25 Sep 71RB	TONE SCALE IN FULL
HCO B 26 Oct 70	OBNOSIS AND THE TONE SCALE

We can do too much.

By just flying ruds on people we could cure what often passes as insanity.

By word clearing we could change the whole educational picture.

We could handle the whole problem of psychosomatic (mentally caused) physical illness.

We could lower industrial absenteeism from illness.

We are the only people who can cure drugs.

We could do a thousand other things with our tech.

That makes us unbelievable. Nobody on the whole track could ever do these things.

So when we broadly offer everything we can do it is too much.

SURVEYS

To find out what people want or will accept or will believe one does SURVEYS.

HCO PL 2 June 71, Issue II, PR Series 10, BREAKTHROUGH, PR AND PRODUCTION, TONE SCALE SURVEYS, tells you how to phrase survey questions.

It is not hard to do surveys.

When you have one done the data should be USED. The real fault in doing surveys is not using the result in promotion.

EXCHANGE

You and your org are involved in exchanging valuables for valuables.

You offer a valuable service in return for valuable money.

(See HCO PL 27 Nov 71, Executive Series 3, MONEY and HCO PL 3 Dec 71, Executive Series 4, EXCHANGE for further information on what exchange is.)

So in surveying you are in actual fact seeking to know WHAT SERVICE THAT YOU CAN DO WILL PEOPLE CONSIDER VALUABLE ENOUGH TO GIVE MONEY OR VALUABLES FOR.

STATS

When you have this answer you have the answer to prosperity stats.

PROMOTION

Promo done without survey, magazine ads without survey, flyers without survey, you are going it blind.

It's pathetic to realise that you might be within an eighth of an inch of the right offering without making it. Sort of like digging two feet away from the gold vein and getting an empty hole when you could have a million dollar mine.

Working without surveys you could spend thousands a month on promotion and lose it all.

Or working WITH surveys you could spend hundreds on promotion and make hundreds of thousands.

It all depends on knowing how to do surveys, doing them, really tabulating the results and USING what you find.

INVOICES

You can even do a survey out of invoices. You can see what book sells best lately and then look into the book to see what it seems to promise and then promote that; you do that and you'd increase your delivery volume.

Or you could find the popular book by invoices, find who'd bought it and survey the buyers as to what they would consider valuable in it and promote that service and you'd increase delivery sales.

You could review invoices to tabulate that part of the town or state your customers came from and saturate (fill up) the area with promo and increase your delivery sales.

You could see by invoice survey what they bought and do a flyer on that and use that flyer to saturate that area.

Invoices are very useful. It is a must to set up an invoice counting project to see what to put in the next bulk mailing.

SUCCESS STORIES

Taking all back success stories, particularly from an affluent period and finding out what the people were most appreciative about and then converting that to a training or processing offer and using it for promo is a vital action. Not to quote the Success Stories -- we do that and its fun. But to SURVEY the Success Stories to find out what to offer.

EXAMINER REPORTS

A Survey of past Examiner reports for exam comments after certain specific actions or courses have been completed is very revealing.

This gives you what you can offer with confidence.

It gives you a promotion base on which to build a campaign.

PAST PROMOTION

One also surveys past promotion. What gave the largest % of response?

Promo which returned 11% or 16% is phenomenal.

You judge the accuracy of your survey by the success of the promo based upon it. If the success is not great you re-survey.

SATURATION

When you are serving only the same people all the time you can hit a saturation point (all filled up) by never offering their next action.

This next action requires a survey.

And new people must be fed in.

An example is an AO that got fat selling OT VII to old customers and neglected promotion to get new customers and eventually saw its stats begin to sink.

So surveys of old customers and new customers have to be done and each promoted to.

Thus, you have different PUBLICS which have to be surveyed. In this case "old public" and "new public". Each requires a different survey and a different survey action and different promotion.

TOTAL EFFECT

Desperation often leads one to try for a TOTAL EFFECT. (See Effect Scales in HCOB 18 Sept 67, Corrected 4.4.74, "Scales", and in the book SCIENTOLOGY 08.)

One has sometimes seen a student trying to push home a full Dianetics Course in fifteen minutes to his non-Scn friends.

His R is wrong. He sometimes doesn't even get an ack in exchange!

If, perhaps, he demonstrated a touch assist expertly, explaining body comm, they would look on him as a wizard!

Some student can make his whole audience depart by talking about past lives and OT states when if he explained that people often led sad lives after a family member died he might have an awed audience.

But to be sure how to have an awed audience, even the student would have to "survey" a little bit. He'd have to ask them what they wanted handled or something and then talk about that. In that way he would be certain of attention.

A student or an org can get desperate and try for a total effect by telling or offering everything they know -- and fly right out of the reality of their audience.

MISSION

You as a Scientologist have a certain mission toward the world.

It is not a very civilized world.

You can bring it friendliness, peace and understanding.

How do you find an entrance point into this unfriendliness and lack of love?

The answer is surveys.

Hereinafter Issue Authority must be given only when promotion can cite what survey it has based this upon.

Survey, lack of, is the weak link in all promotion.

To better your stats you must get this in.

Failure to survey can cost you thousands in ineffective promo and tens of thousands in lost stats.

So the word is:

SURVEY!

KNOW BEFORE YOU PROMOTE!

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L. RON HUBBARD
FOUNDER