

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

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Remimeo

(Originally an article  
written by the Founder,  
undated.)

HOW TO "SELL" SCIENTOLOGY

TO YOUR FRIENDS

REF: HCOB 21 April 60 PRE-SESSION PROCESSES

A long time ago a Scientologist in Chicago said that we should use our own technology to develop an exact scientific way to disseminate Scientology.

I have now done this and wish to give you my findings.

The reason people in this age do not at once leap to your mention of a new, startling science is that these people are in the majority three steps below being capable of interest.

These steps are now plotted and can be used. They will work on anyone who can talk.

They are

- I Help
- II Control
- III Communication
- IV Interest.

The pro auditor will come to know these steps as "pre-session processes." The non-professional can use them as well on the public and his friends.

Before a person can be interested he has to be relatively clear on three buttons. These are HELP, CONTROL and COMMUNICATION with the final button INTEREST manifesting only if the first three are handled.

This fact makes the Scientologists a select crew, better than the average, for we have relied on these buttons to be clear without any effort on our part. Now if we want to take in more people, we will have to "come off automatic" and work these three buttons to clear before more people will show INTEREST.

You will fail to INTEREST people in our work if you do not clear on them HELP, CONTROL and COMMUNICATION by conversation in your approach to someone you would like to help.

For example, the last person you failed to INTEREST (who was that by the way?) was below capability in HELP, CONTROL and COMMUNICATION. To INTEREST that person you would have had to clear these buttons.

By conversation it would have been necessary to get the person to admit that help (on anything) was possible. This done, it would be necessary to exert a little control of the

conversation or the person. Following this, a willingness for the person to talk to you and confess a few worries or upsets or, better, overts, would have to be managed. Then INTEREST would come about.

The best way of handling INTEREST would be to get the person to procure and read DIANETICS: THE MODERN SCIENCE OF MENTAL HEALTH and save yourself long explanations.

The technical facts of dissemination are these:

1. Establish Help
2. Establish Control
3. Establish Communication
4. Establish Interest.

You could better the life of everyone you know by using these pre-session points. This could become a fine art with you. And it could become a clear world.

#### HOW TO DO IT

1. By two way comm get the person to admit that help is possible (in any zone).
2. By a little direction of his conversation or motions, or by two way comm on good and bad control, make the person see that control is not always horrible.
3. By showing the person the principle that overts lead to more overts, get the person to mention some of his or her own overts. This brings about a raised willingness to talk to you.
4. Get the person to read DMSMH, which is the popular level bridge book between public apathy and our own level.

You can do this. You could change everyone you know with this. Fumble around with it a bit, get some practice. Get expert.

You could do more for your community doing this than any other single activity.

No doubter or worrier could stand up long to your approach using these four steps.

You failed where you have failed only because people were too far down to manifest interest. Well, we have the road up.

Let's use it.

L. RON HUBBARD  
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