

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 11 MARCH 1982

Remimeo
Exec Hats
Finance Hats

Marketing Series 17

Finance Series 30

PROPORTIONATE MARKETING

In marketing one must always push harder toward the longest bulk of future business. It is peculiar to Scn marketing that you have to push hardest at the lowest levels to make the upper levels come off.

This gives you a sort of scale that tells you the target proportion of finance and effort to allocate in marketing.

For Scn and types of orgs, it goes like this:

Heaviest: Raw public not yet into Scn.

Next heaviest: First services they will take.

Next heaviest: Into HGCs and Academies.

Next heaviest: To SHs.

Next heaviest: To AOs.

Next heaviest: On to Flag.

You can also draw a scale of this for individual business or orgs of any class.

It can be done simply by how much money and personnel and pieces are to be devoted to each point of the scale.

Failure to do this, gives one faltering stats as the flow is not being proportionally marketed. Done correctly one gets a very heavy and quite even flow up the Grade Chart. Doing it unevenly one gets booms, depressions, and instances of cannibalizing.

L. RON HUBBARD
FOUNDER

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