

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 13 APRIL 1982

Orgs and
Mgmt Only
NOT BPI

Marketing Series 17-1

PROPORTIONATE MARKETING ADDITION

How to Create a REAL BOOM as per a recent breakthrough on marketing (proportionate marketing), the heaviest outflow must be to raw public.

The merchandise one markets to raw public is books. Given enough booksales and—providing the orgs don't have iron bars across their doors or hide—heavy inflow on orgs becomes inevitable.

While there are other problems in achieving the heavy outflow of books into public hands, one factor above has the greatest influence in affecting this.

The one factor is called "order of magnitude." This means how large or how small something is in relation to other things.

When one conceives the wrong order of magnitude, all else can fail.

This Earth civilization is a great example of wrong orders of magnitude. They think small. Even microscopic about too many things. How much water does California need? Count on Earth think to underestimate it 100X! The result is deserts, lack of food, crazy worries about "overpopulation" (on a grossly underpopulated planet).

Earth engineers apparently cannot conceive of the order of magnitude of the engineering works required. You'd think they were playing with mud pies.

This underestimation—wrong orders of magnitude—are ingrained in the present culture. Typical of losers.

So let's not make the same mistake. Let's get rid of the cultural habit.

The order of magnitude of marketing and booksales is SO much higher than Pubs Orgs, orgs, Management or Marketing has ever conceived of that the comparison is a fly to an elephant.

Unless this think is adjusted, Int stats will go on limping in low range and clearing a planet will be far off.

Marketing is a game called "getting one's share of the market." Every big manufacturer plays it.

Pubs Orgs, orgs, Management and Marketing must adjust to a proper order of magnitude on the effort and action it will take to adequately flood out books.

Here is the question to answer: what would one have to do to capture our share of the world book market?

To do our job, one would aim at capturing at least 5% of all books sold in the world. And aim for 10% and up.

It's a question of thinking in proper orders of magnitude.

If Int stats are to really boom (and that means every org's stats) then, one has to work to capture our share of the world's book market.

Got it?

We've got the product. The demand is provenly there.

Well, get going!

L. RON HUBBARD
FOUNDER

Adopted as Official
Church Policy

by the
CHURCH OF SCIENTOLOGY
INTERNATIONAL