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Orgs and
Mgmt Only
NOT BPI

Marketing Series 18

PLANETARY DISSEMINATION

There is often an omitted step and sequence part in marketing and Scientology management.

It is a shortfall. And must be given attention.

This planet is an "almost" planet. It almost has airplanes (save they crash). It almost has space flight (but it costs \$100 million every launch and carries no one outside the moon orbit). It almost has radios (except you only listen to your own city). It almost has education (except the students taught can't do their jobs).

This almost factor is visible on every hand. The best example is almost governments (except that they have lost control and allegiance of their people and cannot even manage their money).

This factor probably comes from several things. (I will not mention suppressive ones as I am in a kind mood.)

One of these factors is the short life span. Of all civilizations around, Earth, at 70 years average, is the shortest. This makes it hard to get anything really started—one has an almost life. This also makes for hectic change—a frantic feeling of it is too late already. Or apathy—why do anything at all?

But regardless of these factors, there is no excuse to almost disseminate, almost market, almost run orgs.

We must not continue to omit the sector of planetary dissemination.

The cycle currently—and omittingly in vogue—is only to do those things that immediately affect the org GI.

Admittedly this is vital. On this planet, the only real crime is to be broke. But the shortfall think is affecting this GI and reducing it very greatly.

There is a correct sequence—it goes: planetary dissemination, org procurement dissemination, high bodies in the shop and service and resulting GI.

By varying or changing or omitting parts of that sequence, trouble is made for an org.

We have seen orgs only sell and not deliver. Their GI fails at last—they crash.

Well, there are other ways orgs can be crashed.

Suppose one sells books only to people who come into the org. Well, this is backwards. If you sell books to raw public, a certain percent will walk into the org. Another example—Pubs Orgs market to in-org public. If they do only this, their market shrinks—and they can do this in several ways—by omitting to publish basic books is one.

Until its publisher (Grosset & Dunlap) was gotten onto lately, DMSMH paperback was not in most bookstores. Yet no one noticed.

The best ambassadors to the raw public are books and cassettes. Sell enough of them to raw public and a percent will come into the org.

Yet, aside from an occasional DMSMH or radio or mag ad (very small) there is no Pubs Org or Management push on books to raw public.

Not only this but a black PR item has been put out and believed that "a radio ad for DMSMH is too expensive. It costs \$20 of ads to get a person into Div 6." What a mixed outcome! DMSMH was not even in many wog bookstores. But it indicates that the think was that the only value in selling DMSMH was to get bodies in the shop at once!

DMSMH is not an org come-on leaflet. It was written to begin the clearing of a planet. And it has made some progress.

But let's look at this—here Dianetics and Scientology sit, a total monopoly on effective handling of the mind and spirit—no other even close rivals or competitors at all—and a group is selling to in-org public? Preposterous.

Some trainees used to hoard the tech—to be an only one. Is somebody hoarding Dianetics and Scientology and not letting it flow out? Not me, brother, not me.

What's missing here is the concept of planetary dissemination.

Here we are in a short-lived planet. The Reds and Democrats are getting ready to hit an atomic button. And a yellow-dwarf star like Sol? Oh, come on, man. A yellow dwarf is not the favored star for civilizations. No way! They're a last stage impending catastrophe—a yellow dwarf blows up! (Before anyone panics, a yellow dwarf lets out radio signals strong enough to wreck radio for several centuries before they bang and this one may have some life left in it.)

But what I'm saying is, let's get this in perspective. Let's put the real values on it and quit fooling.

ONLY Clears and OTs will survive this planet!

And we're the only ones that can make them.

The order of magnitude of what it takes to do planetary dissemination is not even just now at this writing being conceived of. In fact Pubs Orgs are not even thinking of raw public marketing. And that is sure an awful shortfall.

The majority of three billion people out there have never even heard of Dianetics and Scientology, much less read a book!

No, it's not the enemy. We cream them whenever they raise their heads. It's simply just not thinking in a correct order of magnitude.

What would one really have to do to clear this planet?

So all this P/L is about is just that—planetary dissemination. It simply points out one omit. At least conceive of it.

So let's go!

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