

How to "Sell" Scientology To Your Friends

by L. Ron Hubbard

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.

DIANETICS

*The Modern Science
of Mental Health*

by L. Ron Hubbard

If you haven't read this book, you have missed finding out just what the Human Mind is, how it works, what goes wrong with it and how it may be made clear and sane and capable.

THIS IS THE BOOK THAT GIVES THE ANSWERS TO THE PROBLEMS OF THE HUMAN MIND.

What is the Goal of Man?

The Dynamic Principle of Existence

Pain and Pleasure

The Dynamics - The reactive Mind - The Analytical Mind

What is an Engram? What is a lock; a secondary?????
How can the accumulated pain and unconsciousness of a lifetime be erased, never to plague the person again???

DIANETICS: THE MODERN SCIENCE OF MENTAL HEALTH by L. Ron Hubbard is the book that reveals the Human Mind.

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**ABILITY
Magazine**

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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 Dianetics: The Modern Science of Mental Health, which is the popular level bridge book between public apathy and our own level.

WANTED: ALL DIANETICISTS AND SCIENTOLOGISTS

The Tenth Anniversary of the publication of L. RON HUBBARD'S "DIANETICS"

DIANETICS: THE MODERN SCIENCE OF MENTAL HEALTH

DO YOURSELF A FAVOR

Tenth Anniversary

July 2, 3, 4, 1966

Shoreham, Vermont

Sponsored by the Congress of Dianetics

WE WANT YOU TO BE AT THIS CONGRESS BECAUSE WE WANT YOU TO LIVE THE WAY WE LIVE. THIS BUSINESS OF LIVING. FOR TEN YEARS L. RON HUBBARD HAS BEEN IN FULL CONFIDENCE IN HIS ABILITY TO LIVE THE WAY HE WANTS TO LIVE. "I WILL HEAR ME". LOTS OF PEOPLE HAVE HEARD AND BELIEVED. WE WANT YOU TO ENJOY THIS STATE OF BEING.

DID YOU KNOW?

1. All you have to do to make a person "Clear"* is to help him live the way he is right.
2. Clearing is a qualitative return of confidence in self, not a quantitative. By returning confidence one achieves clearing in a short while.
3. The only thing wrong with a person is his lack of confidence in himself. (* "Clear" -- A person free from aberration; who has total confidence in himself while living. *"Reactive Mind" -- An accumulation of one's bad experiences.)

THESE ARE GREAT TIMES IN THE HISTORY OF MANKIND. THESE ARE THE TIMES OF THE REALIZATION OF THE DREAM OF 1950. THESE ARE THE TIMES OF CLEARING. (And everybody can be a Scientologist!) AS DESCRIBED IN CHAPTER TWO OF "DIANETICS: THE MODERN SCIENCE OF MENTAL HEALTH". L. RON HUBBARD HAS BEEN IN FULL CONFIDENCE IN HIS ABILITY TO LIVE THE WAY HE WANTS TO LIVE. PERSON, BUT THE INFORMATION FROM THE TENTH ANNIVERSARY CONGRESS IS AVAILABLE NOW. COME TO THE CONGRESS AHEAD.

(see page 4)

LOGISTS EVERYWHERE TO HELP US CELEBRATE

L. Ron Hubbard's broadly disseminated work,

SCIENCE OF MENTAL HEALTH

VOR AND ATTEND THE

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WANT YOU TO GAIN MORE CONFIDENCE IN YOURSELF IN
BBARD HAS SAID, A PERSON CAN BE CLEAR AND HAVE
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HAVE BEEN GETTING CLEAR. WE WANT YOU, TOO, TO

KNOW THAT --

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ORY OF DIANETICS AND SCIENTOLOGY.
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EARING FOR EVERY SCIENTOLOGIST.
YOU CAN ENJOY THE STATE OF CLEAR
DIANETICS: THE MODERN SCIENCE OF
WILL NOT BE AT THIS CONGRESS IN
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AND FIND OUT MORE ABOUT THE ROAD
page 7 for more about this Congress.)

6

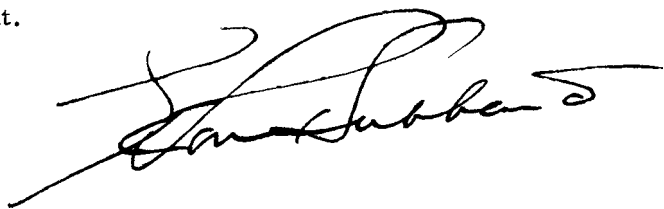
You can do this. You could change everyone you know with this. Fumble around with it a bit, get some practice. Get expert.

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've 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.

A large, stylized handwritten signature in black ink, which appears to read "Sam Hubbard". The signature is written in a cursive, flowing style with long, sweeping lines.

Why put it off any longer?

NOW is the best time to

Get Clear

Write or Phone REGISTRAR: 1812 19th Street, N.W.
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ADams 2-6296

Hubbard Guidance Center

IMPORTANT NOTICE to discount letter holders. Use your discount letter to get processing as well as training NOW. If you have a training discount letter, you can get a 25 hour intensive at the Hubbard Guidance Center plus your HCA course for less than the usual HCA course price. Use your discount letter now!

CONGRATULATIONS to Scientology-Florida in Miami for a very successful field operation and for the large number of students they have sent to the Academy in Washington for training.

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Blanche Pritchett being criminally connected, has no certificate or right to practice in Scientology and was dismissed a year ago for unsatisfactory conduct in the Founding Church.

CONGRESS RESERVATIONS

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Yes, I am coming to the Tenth Anniversary Congress. on July 2, 3, 4, 1960 at the Shoreham Hotel in Washington.

Name _____

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I am bringing the following people

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6

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