Issue Ability® 116

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.

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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.

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Official publication of Dianetics and Scientology
FOUNDER: L. Ron Hubbard
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Phone: ADams 2-6296

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 explainations.

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 SCIENTOLO

The Tenth Anniversary of the publication of I

DIANETICS: THE MODERN S

DO YOURSELF A FA

Tenth Anniv

July 2, 3, 4, 196
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WE WANT YOU TO BE AT THIS CONGRESS BECAUSE WE
THIS BUSINESS OF LIVING. FOR TEN YEARS L. RON HU
FULL CONFIDENCE IN HIS ABILITY TO LIVE THE WAY H
WILL HEAR ME". LOTS OF PEOPLE HAVE HEARD AND
ENJOY THIS STATE OF BEING.

DID YOU K

1. All you have to do to make a person "Clear"* is to help h
right.
2. Clearing is a qualitative return of confidence in self, n
By returning confidence one acheives clearing in a short whi
3. The only thing wrong with a person is his lack of confide
(* "Clear" -- A person free from aberration; who has total c
living. *"Reactive Mind" -- An accumulation of one's bad e

THESE ARE GREAT TIMES IN THE HIST
THESE ARE THE TIMES OF THE REALI
IN 1950. THESE ARE THE TIMES OF CL
(And everybody can be a Scientologist!)
AS DESCRIBED IN CHAPTER TWO OF "D
MENTAL HEALTH". L. RON HUBBARD
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THE TENTH ANNIVERSARY CONGRESS
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OGISTS EVERYWHERE TO HELP US CELEBRATE

L. Ron Hubbard's broadly disseminated work,

IENCE OF MENTAL HEALTH

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VANT YOU TO GAIN MORE CONFIDENCE IN YOURSELF IN
BBARD HAS SAID, A PERSON CAN BE CLEAR AND HAVE
E WANTS TO LIVE. HE ALSO SAID, " SOMEDAY, SOMEBODY
HAVE BEEN GETTING CLEAR. WE WANT YOU, TOO, TO

NOW THAT --

im build his confidence back in the things about him that are

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ORY OF DIANETICS AND SCIENTOLOGY.
ZATION OF ALL OF OUR GOALS SET UP
EARING FOR EVERY SCIENTOLOGIST.
YOU CAN ENJOY THE STATE OF CLEAR
DIANETICS: THE MODERN SCIENCE OF
WILL NOT BE AT THIS CONGRESS IN
M HIS RESEARCHES WILL BE. COME TO
AND FIND OUT MORE ABOUT THE ROAD
page 7 for more about this Congress.)

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.



Why put it off any longer?

NOW is the best time to

Get Clear

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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.

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