

PAB: Selling

Hubbard lectures on proper way to present Scientology to new people; says that Scientology can be used to train and control people. This Professional Auditor's Bulletin forms the basic strategy for Scientology's "Volunteer Minister Program."

The world does not know that there is any hope for the mind, the spirit, the intelligence level, weariness and disability. If you talk to a group all about the mechanics of the spirit and fail to talk to them about "There is some hope for it," you've overshot, and right there you have "entered the public case" too high. Its data level does NOT include SOMETHING CAN BE DONE ABOUT IT.¹

The careless driver, the faithless wife, the negligent employee are all severe problems. You could confront an individual beset by such problems and talk for half an hour about engrams and have him walk away without asking for help. Why? Because his entrance level is SOMETHING CAN BE DONE ABOUT IT. You'll have to sell him on that before you sell him on anything else. ²

[...]

Even legislation states that psychiatry "cures seventy-five percent of its cases"; an outright lie. The public knows this is a lie. It knows that as soon as you promise cures that you're lying.³ Even the Busy Business Bureaus state that the public should suspect anyone who promises a cure for anything—by which, we believe, it includes psychiatry. So your glowing statements that you can take care of it entirely are received not at all. He's heard it before. He's spent his money on patent medicine, and medicos, and quack psychologists, or he knows somebody who has, and he knows it won't work, that there IS NO HOPE.

How do we solve this impasse? We don't overpromise our beset person. We tell him that we have known such things to be helped by Scientology; that if we were persuaded, we might take a crack at it; that the thing isn't ENTIRELY hopeless, since Scientology, a brand-new science, has been handling things that couldn't be handled in the past. And we go on in this vein, a sort of two-way comm, and we bring his [emotional] tone up to where he thinks maybe there IS something that can be done about it if he is very lucky and if we, fortunately, will make an effort.⁴

[...]

You don't have to struggle to tell people what Scientology is, what it is all about. Scientology applied the exact methods of science to the problem of the human mind and spirit, and won. It means the study of knowingness. Its immediate result in application is the bettering of ability in individuals and groups. It is a practical religion for all denominations, and doesn't require faith in anybody until they have experienced something to have faith about. It helps people who want to be helped, and if they don't want to be helped it doesn't insist on helping them. It can be used to train and control people. Its goal is freedom. It has more validated cases in its files than any other practice. It is not an authoritarian science, and is of and for the people; it belongs to the little man and woman, not to huge interests. By using Scientology you can talk better to people, and understand people better, and get things done or keep things from getting done.

[...]

I wouldn't credit, if I were on Saturn and somebody told me you had to sell a science which gives the priceless gift of freedom to everyone, that such a stupid planet could exist. But it does, and you are on it.

Good selling.

— L. Ron Hubbard

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² See also The Dissemination Drill .

³ See Hubbard's claims for Dianetics .

⁴ Scientologists learn how to manipulate and control people using Hubbard's system of emotional rapport.