

## Lecture: How To Present Scientology To The World-1

Hubbard discusses a procurement trick for processing members of sports clubs to better their scores. Warns against exceeding the acceptance level of people in making claims.

Now, when you start to double people's scores and push people upstairs in terms of sports abilities, this becomes a foul and fiendish plot from our standpoint.

If you were to take the football cards, or the baseball cards or any one team, and give it a heavy shove in the direction of better ball playing, you would at once, of course, find that the opponents had no other choice but to get a heavy shove in the direction of ball-playing. See, no other choice.

We haven't started this program yet in America. We're looking around for some volunteers to go on payroll and go up and haunt one of these baseball clubs or football clubs. And just do nothing but process the boys and so on. A very interesting project.

Because, of course, they will then take all pennants, awards and TV programs. And then we can then go around to their archenemies and say "See what happened."

It's quite interesting. In spite of the fact, however, that you can demonstrate these things, people still regard this with some askance, some suspicion. They do not know quite what to do about it. But they are aware at this day and age that there is something to be had from Scientologists. There is something to be gained. The Scientologist can do something for them, and they don't quite know what. They can't fit it in to any frame of reference they have ever had or have ever read about in their history books.

It's not quite the same thing and they keep expecting us to push man's face into the mud or to do something odd or peculiar or spectacular at any given moment. It is absolutely true that Pavlov the Punk got his expected 22 percent in his brainwashing cases.

You know, 22 percent of humanity, if you give them flour and water, if you wave a magic wand over their heads, if you let them listen to an ad on the radio, get well. It doesn't matter what you do to them, whether it's surgery or hypnosis or psychotherapy or otherwise, 22 percent recover from almost anything that's wrong with them. That's the expected gain.

Now, we have to improve that figure considerably before we start putting any stock in what we're doing ourselves. And we improved it originally to about 50 percent, and that was way above the expected 22 percent, so we knew we were doing something.

In other words a practitioner could do nothing and get 22 percent cures, you see that?

All right, we're at any moment, by the way &mdash; just as an aside here &mdash; we're going to send a letter to the American Psychiatric Association, and we're going to ask them why they don't get their allocated 22 percent, you see? Explain to them they must be doing something there that is cutting down their expected result.

Well, anyway, you've got to do better than this figure. You have to do a lot better than this figure in order to command any attention. But if you do too much better than this figure, you fall into an unawareness band.

People cannot be aware of this. You have to be reasonable with what you offer them. Don't better the 22 percent too much. If you do, you pass out of the realm of credulity. They cannot accept this. They cannot be aware of it. It is not something then that they are able to accept.

&mdash; L. Ron Hubbard

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