

The Original
**LRH EXECUTIVE
DIRECTIVES**

by
L. RON HUBBARD

Series 3

20 January 1969
to
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L. Ron Hubbard

EXECUTIVE DIRECTIVE

LRH ED 346 INT

10 May 1982

TO: MY FRIENDS

FROM: RON

SUBJECT: THE SO #1 LINE

Church executives and staffs now run the Churches and such organizations. They have been very good about handling mail, even though I am no longer connected to the Church and it is not my legal address.

But the other day I suddenly noticed there were only two mail bags full for the week. I asked what this was all about and was informed that earlier, an unauthorized person, using my lines, had inferred I did not ever see your mail. I almost wept. What an awful ARC break to hand you! And for no valid reason! The person who did that now has blown—understandably. What an awful thing to do to you!

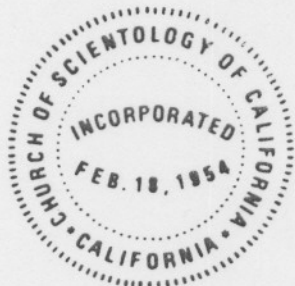
Don't think these lines are out—they aren't. I am always happy to receive communication from you as to how you are doing in Scientology and progressing on up the Bridge.

I love your letters and I would miss them.

I look on the SO #1 line as the only way I have of hearing from my friends. I am interested, man! Why else do you think I work so hard? YOU!

A man is as rich as he has friends—and that makes me the richest man in the world.

So don't get the idea you are not heard and are out of comm with me: It isn't true. You are heard. And appreciated.



Love,

RON

L. RON HUBBARD
FOUNDER

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L. Ron Hubbard

EXECUTIVE DIRECTIVE

LRH ED 345 INT

11 January 1983

To: All Staff

From: Ron

Subject: LRH ED LINE USE

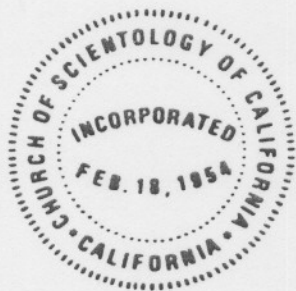
Hereafter it is forbidden to anyone but me to use the RED issue line.

The RED line is not an official issue of any Church or organization. It developed when I was Executive Director and continued as a tradition even though I resigned in 1966.

It is a personal line and contains advices and tips that help. You can be assured hereafter that a RED came from me.

Therefore the following REDs are cancelled: See attachment No. 1.

In addition to this list of cancellations: A second list has been prepared of REDs which were already cancelled prior to this issue. See attachment No. 2.



L. RON HUBBARD
FOUNDER

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CHURCH OF SCIENTOLOGY
INTERNATIONAL

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EXECUTIVE DIRECTIVE

LRH ED 344R INT

Org & Mission
Execs & Staff,
FSMs

10 May 1982
Revised
21 October 1982

THE RIDGE ON THE BRIDGE

I am very pleased that Book One seminars and Book One auditing are getting going again. The Scientologists who are actively working on these are greatly appreciated. Their efforts are helping to get new people started on the Bridge.

Many years ago I observed this: A new public person reads DIANETICS: THE MODERN SCIENCE OF MENTAL HEALTH. He gets all steamed up about Dianetics and the Reactive Mind, goes to an org and runs into Scientology. He takes it there has been a change or that he is being thrown off course. He backs off. Sometimes staff members would tell Book One buyers that Dianetics wasn't done anymore and try to sell the person some different service. Because the person wanted Dianetics, this created a ridge.

My solution was to reinstate Dianetic services and courses in Div 6 and I advised various executives to get a Book One campaign going.

Book One began the boom in 1950 and that residual impulse has started up again. In those days, Book One seminars were done by all sorts of people; they filled whole convention halls and got people co-auditing.

The 1950 Book One boom moved forward until it got side-tracked. By preserving the successful actions of Book One and by avoiding the pitfalls that some have gotten into, we can turn the current resurgence of Book One into a mighty boom and keep it going.

WHY BOOK ONE?

The success of Book One in dissemination is largely due to the REALITY LEVEL of a large sector of the public; their first potential reality is on the mind and the Reactive Bank.

By survey, the most successful introductory services are those that give an immediate reality on the Reactive Mind and that something can be done about it. The most frequent initial result from Book One is a reality on the Reactive Mind and that something can be done about it. Thus Book One is very successful, as a dissemination tool.

STARTING A BOOK ONE BOOM

The way to start a Book One boom is to market and sell lots of copies of DMSMH to raw public. That's how the Book One boom got started in 1950—massive sales of Book One to the public.

AND THE AMAZING THING IS, DESPITE THE MILLIONS SOLD, AFTER THE FIRST MONTH OF 1950, BOOK ONE HAS NEVER BEEN TRULY MARKETED! AND MUST BE!

People who buy and read Book One want Dianetic auditing; they want to get their locks, secondaries and engrams run out and they want to go Clear.

If these persons are contacted and offered Book One services (training and auditing), they will take those services and they will want to disseminate Book One to their friends and contacts.

These persons must be told that the way to disseminate is to sell copies of DMSMH (or they will get losses by trying to explain what Dianetics is all about). Ensure that they have copies of DMSMH to sell to others.

Persons trained to audit Book One will audit others on Book One. It will help their pcs to own and study Book One so that they understand what is being done in the auditing and so they understand more about other people and life and the mind. Book One auditors must know to sell DMSMH to their pcs.

By doing the above you will have an ever-increasing number of people who, through reading Book One, want Book One auditing and training and who will in turn sell copies of Book One to their friends—it will snowball.

RIDGE ON THE BRIDGE

Late last year as a result of my research I developed the New Streamlined Lower Grade Chart. People needed their Scientology Grades in order to go Clear on NED. That gave us a better, faster Bridge for Scientologists already on the Grade Chart.

It also raised the question: How do we smoothly phase people on Book One (Dianetics) over to Scientology for their Grades and then to NED where they could go Clear?

(I have had many letters and reports from Scientologists over the past couple of years telling me of their wins and successes with Book One seminars and co-audits, yet there wasn't the expected flow from Book One on up the Grade and Class Chart. So apparently there was a ridge on the Bridge. Solving this would give Scientologists greater success in getting Book Ones moving on up the Bridge to Clear.)

Book One seminars and the successes and bugs that people were running into were looked into.

The first thing that showed up was difficulties being caused by quickying.

In one area they first of all dropped out having Book One auditors do any Book One auditing and graduated them after a mere seminar. Then they dropped out having them read DMSMH! But still "graduated" them as Book One auditors. It had gotten to the point where only ten of these quickie "Book One auditors" were being made per week in an area where previously one hundred real Book One auditors were being made per week.

The same was true of other Div 6 services. When the Anatomy of the Human Mind course was quickied, the subsequent sign-ups for major services dropped from near 100% to about 25%.

The quality, as well as delivery of Book One and other Div 6 services was found to be very important.

Pier Paderni (who has been running the Anatomy of the Human Mind course on Italian TV) attributes his success mainly to how well the public on Intro services are handled. He has been very successful, often getting near to 100% sign-ups after Book One, Anatomy of the Human Mind course and HQS course.

Pier also found that the Anatomy of the Human Mind course (AHMC) was one of the best services to bridge people over from Book One to Scn services.

He starts each AHMC lecture with an introduction about L. Ron Hubbard and LRH books. Then proceeds with the AHMC lecture and demonstration. Since the subjects covered in those lectures are not only the Analytical and Reactive Minds, but also the Thetan, Mind and Body, Communication, Tone Scale, Cycle of Action, ARC Triangle, etc., this gives an introduction to Scientology.

Other areas have reported that the success and re-sign up rate from Intro services depended mainly on who was supervising these. Closer inspection showed that it wasn't anything mysterious about the supervisor, it was how much ARC the supervisor used and how thoroughly and well he or she handled the public that determined how many of these completed successfully and went on to other services.

A search was made for successful statements, explanations, posters or signs that had been used to phase people over from Book One to Scn services, with little result. Then an important discovery was made!

People who had read Book One and wanted Dianetics, when delivered enough Book One auditing, training or co-auditing, then started to reach for Scn services. Given sufficient quantity and quality of Book One, these people naturally started to WANT and reach for Scn services!

The only times when there was a ridge between Book One and Scn services were when there was an attempt to shunt someone all fired up about Book One, over to Scn services before that person had had his Book One auditing or training.

The "ridge" on the Bridge was a totally internally created situation! It was being installed by non-delivery.

By report, in LA Fdn (where they are doing a very good job of delivering Book One), it generally takes about 5 hours of Book One auditing before the person WANTS Scn services to move on up the Bridge to Clear. If at the end of 5 hours the person isn't ready for Scn services, the handling is to sign him up for more Book One and deliver it until the person is ready for Scn.

The amount of Book One auditing needed before the person has had enough wins and reality to be ready to move on up the Bridge is not a great number of hours BUT it must be delivered. Thus the secret of success in getting people onto the Bridge with Book One is:

DELIVER BOOK ONE TRAINING AND AUDITING TO PEOPLE INTERESTED IN BOOK ONE IN SUFFICIENT QUANTITY AND QUALITY AND THEY WILL WANT AND REACH FOR THEIR NEXT SERVICE.

I have known over the years that people buying and reading Book One were often caused to ridge by being told that Dianetics was no longer available and being told to buy something else instead. That's why I reinstated Book One training and auditing. Provided that service is delivered and with good quality, it is an excellent means to get book buyers onto the Bridge and on their way up.

DELIVERING BOOK ONE

People who have read Book One and are all fired up about getting Dianetics MUST be given Dianetics. They MUST NOT be shunted toward another different service.

Scientologists, being themselves somewhere further up the Grade Chart and having a higher reality level, need to keep alert to the fact that new people have a different reality level. Otherwise, Scientologists can easily make the mistake of going out gradient (too steep) on new public, in their enthusiasm to get them up the Bridge, too.

However, as we know, you can only audit a pc on what is real to the pc. If you do that the pc will make gains and attain a higher reality level.

Most people introduced to Dianetics will do best if they follow the original research and development line.

It began with Book One, then in researching using the materials of Book One, I found that one was really handling the human spirit and it took a whole new aspect of research to settle that completely and so Scientology was developed. Then, as I went on building a better Bridge as mentioned in the end of Book One and, in NED, advances were made that were so powerful that the auditor has to know Scientology before he could handle them. The same is true for preclears: after good Book One auditing, they need their Scientology Grades in order to be able to run NED successfully. Having come up through the Scn Grades one can then go into upper level Dianetics (NED) and make miracles and Clears all over the place.

If you try to jump the gun and tell someone all fired up about Book One that what he really needs is some other, different service, you will create a ridge. But by delivering Book One, the person will come to want Scn. He is following the original development line.

For example, as a Book One auditor goes along auditing Book One he may realize that his auditing would be better if he could handle communication better. He has just run into awareness of the need for what we know as TRs! At that point put him onto the Success Through Communication course. He'll be more successful in his Book One auditing and in life.

Book One auditors will encounter the same phenomena on their pcs that were encountered years ago in early Scn research: pcs who need assists; pcs whose ruds need to be gotten in; pcs who need setting up with Introductory processes. The Introductory and Demonstration processes and Assists were developed to handle each of the situations that the Book One auditor may encounter on his pcs.

After the Book One auditor has had wins using Book One and Introductory processes, he is going to WANT Academy training so that he can run Grades on pcs and produce even bigger wins.

His experience with Book One will stand him in good stead as in order to be successful as a Scientology auditor, one needs a grounding in Dianetics. It is also true that in order to succeed with NED, one needs to know his Scientology.

So deliver Book One to those who are interested in Book One. Sooner or later they are going to want Scientology, too. Often, after a mere 5 hours of Book One auditing, pcs have signed up for the rest of their Bridge up to Clear!

KEEPING BOOK ONE WORKING

History seems to have made a habit of repeating itself and so some points bear watching.

People tend to push what is real for themselves.

An amusing example of this is that there were some in 1950/1951 who would take what was real for them and push that. But often totally independent of source. Some had a mania to put out, as a NEW SUBJECT, things which had been developed for their own cases! This was when—after Book One was published—I was doing personal auditing. I would work with a guy on a chain and he'd get a computation he thought was a brand new general therapy and would push it off on each pc he had!

Sometimes people try to run their own cases on others and some will only push what is real to themselves.

Some of these points have shown up again in recent times. For example: concentrating on things like Cancellers. Repeater technique and attempts to do Lock Scanning instead of sticking to mainline Book One of running lock, secondary and engram chains. One guy tried to get his own brand of Book One going by taking a section out of Science of Survival and trying to run only pleasure moments on people.

Most new public pcs do best when run on lock chains on Book One auditing as they are not yet sufficiently unburdened casewise to be able to run secondary chains, let alone engrams. Lock chains and running out recent secondaries are the best to run on Book One, especially to start with.

Remember that you are not trying to handle the whole case on Book One. You can give people a reality on the Reactive Mind and a reality that auditing works with Book One and often many other wins, too. However, the Grade Chart, being the result of some thirty years of research into building a better Bridge, is what will handle cases.

The probable best sequence of services after Book One is: Anatomy of the Human Mind course, then Success Through Communication course, then the HQS course and on to major HGC and Academy services. But that is not a rigid sequence and often a person will reach straight from Book One to HGC auditing or Academy courses.

In locations where Book One is run, other Dn and Scn books must also be available and sold and cassettes must be sold, too! Posters and signs including a copy of the Grade and Class Chart and the Tone Scale must be displayed. Fliers must be available and used. Don't forget that other materials are vital to continued public interest. These create want for further services and show people the route.

Provided the above points are kept in, Book One will spearhead a boom. Seminars and auditing, other books, cassettes and services will keep the boom rolling. These other things were mainly missing in 1950.

INITIATIVE

There is plenty of room for initiative on the following points and this is where Scientologists should be encouraged to show how resourceful they can be.

Selling books to raw public is such an area.

Example: Franz Schuler became a legend in EU selling books to the public several years ago. He sold thousands of books to raw public, rapidly expanding the CF of Switzerland.

Example: Spain is a rapidly expanding Scn area today with two orgs and several city offices. It was opened up a couple of years ago by a few Scientologists who sold books any way they could--over the radio, on the streets, in person--and they rapidly built up a CF of book buyers and took off at a high rate of expansion.

Example: a very successful ad could be undertaken to push Book One so attendance of Book One seminars can be increased.

Place the ad as follows:

"The unconscious, sub-conscious or reactive mind underlies and enslaves Man.

It's the source of your nightmares, unreasonable fears, upsets and any insecurity.

LEARN TO CONTROL YOUR REACTIVE MIND.

Buy and read DIANETICS: THE MODERN SCIENCE OF MENTAL HEALTH by L. Ron Hubbard.

It contains discoveries heralded as greater than the wheel or fire.

Available at your local bookstore or the Church of Scientology (address)."

Be sure Book One is available in book outlets for your area before the ad appears. Any other local marketing adjunct can be added. The object is: A) To get Book One into public hands in your area and B) Follow up with Book One seminars in that area. (Possibly a later ad in the same media and channel some two or three weeks later would assist in the follow-up.)

The wording can be varied, particularly the second paragraph which depends on local survey buttons. The rest of it is pretty straight. The target in all such ads is: "Your reactive mind". And "LEARN TO CONTROL IT!" These are very deep buttons and should accompany every Book One ad.

By also featuring the Church it keeps it religious and steers people into Book One seminars.

A big Dianetics symbol should be in the ad, not a picture of the book.

THIS AD IS A VERY SUCCESSFUL AND USEABLE ONE. THERE ARE ALSO OTHER WAYS TO PROMOTE BOOK ONE.

THE NORMAL METHODS OF PROCUREMENT OF PEOPLE MUST NOT BE OVERLOOKED OR ABANDONED BUT ALL FORMS OF DIVISION SIX AND DEPT FIVE PROCUREMENT ACTIONS MUST BE ENGAGED IN TO HAVE A SUCCESSFUL ORG. DO NOT HOBBY-HORSE ON JUST ONE LINE OR TYPE OF ACTION, DO NOT THINK THAT A SPECIALIZED PROMOTION CAN DISPENSE WITH THE NORMAL PROCUREMENT ACTIONS OF AN ORG. FAILURE TO FOLLOW THIS WELL KNOWN FACT AND HOBBY-HORSE ON JUST ONE TYPE OF PROCUREMENT GAVE SCIENTOLOGY A STAT CRASH UNTIL FOUND.

Sometimes people ridge on the idea of self-improvement, because they are not up to the Awareness Level: Need for Change. One Scientologist had been trying to get her mother to read

DMSMH on the grounds that it would help her and others in the family, without success. Then the mother expressed that she was puzzled about the mind, had always had questions about the mind that had never been answered. The Scientologist told her that DMSMH would help her to understand the mind better and clear up the mysteries about the mind. The mother promptly decided to read DMSMH.

The "go button" in this case was not doing something to improve conditions (and attempts along this line had resulted in the person being offended that it was considered that there was something wrong with her), it was clearing up the questions, mystery and puzzlement about the mind.

There may be other points of appeal. Many people are largely "victims." Maybe approaches that exploit inflow could be found. "Wouldn't it be nice to know how the media is manipulating your mind?" "Wouldn't it be interesting to find out how people make you (sad) (unhappy) (subject's tonescale position)?"

New approaches should be looked for.

Scientologists discovering new buttons and new approaches could communicate these to the FIELDS EXPANSION AIDE at Flag. Such successful actions can then be passed on to other Scientologists.

BUT REMEMBER, PUBLICLY MARKETING BOOK ONE ITSELF MUST BE DONE!

GAME FOR SCIENTOLOGISTS

I thought of a game that Scientologists could play.
Helping to Clear the planet by getting people onto the Bridge.

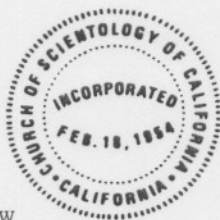
Scientologists love to disseminate and getting new people onto the Bridge is a very rewarding game.

There could be awards for:

- a) Successfully used approaches and methods of selling books to the raw public,
- b) Newly developed and tested ways to sell books and cassettes to different publics,
- c) The number of books sold to public individuals,
- d) The number of new people started on the Bridge.

And the final product will be a Cleared Planet!

How about it?



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L. RON HUBBARD
by LRH TECHNICAL RESEARCH
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for the
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