

# GAME<sup>FOR</sup> SCIENTOLOGISTS<sup>TM</sup>

## SETTING UP A SUCCESSFUL BOOKSELLING BOOTH

### TARGETS:

**1.** Choose a location where there are large numbers of people, such as a shopping mall, fair, swap meet, etc.

---

**2.** Get together as many people as possible to man the booth and one who is meter trained. The rest of the people will be selling books.

---

**3.** Get your E-METER<sup>TM</sup> trained person to drill on the following:

a. "Pinch test" per *Book of E-Meter Drills*, EM 5RB "Can Squeeze" Section IV.

b. "Consider the Events of Today" per *Book of E-Meter Drills*, EM 21, "E-Meter Steering"

---

**4.** Take with you the following:

- a. Tables, for the E-METER and book displays,
- b. Chairs, for E-METER demonstration,
- c. Lots of books—the more you take and display, the more you will sell,
- d. A large sign that says, "Free Stress Test" This is a proven crowd

puller and gets people lining up to do it. Another effective sign is, "Can You See A Thought?"

e. Lots of invoice pads,

f. A QUANTUM<sup>TM</sup> E-METER or MARK V<sup>®</sup> E-METER, leads and cans.

---

**5.** Set up a table with a QUANTUM E-METER on it. The E-METER dial faces the crowd. There are two chairs, one for the E-METER operator and one for the person holding the cans. The E-METER is turned so both the auditor and the person holding the cans can see the dial, and so it is facing the crowd.

---

**6.** Set up two large book displays, one on either side of the table with the E-METER on it. The key is a LOT of books displayed on tables. The more you display, the more you sell. Don't make it so neat and perfect that people don't want to take a book. Make it look like a lot of books have already been taken.



**7.** Set up the "Free Stress Test" or "Can You See A Thought?" sign.

---

**8.** When no public come to the booth, act as a body router and get public to the booth for a "Free Stress Test" or to "See a Thought."

---

**9.** When a person approaches the E-METER operator simply says, "Sit down in that chair and I will show you."

---

**10.** Have them pick up the cans. If they are hesitant, tell them that it won't hurt them.

---

**11.** The E-METER operator does a pinch test, or "consider the events of today."

---

**12.** Once the demonstration starts, a crowd will gather, anywhere from 20 to 60 people depending on where you are. Once a crowd has gathered, have the sales people posted outside the perimeter of the crowd. They then approach members of the crowd. The total sales patter is to say

"this book explains that" pointing out the demonstration going on.

---

**13.** Invoice fast and go on to the next person. If invoicing backlogs, with a line of people waiting to be invoiced, have them start writing out invoices for each other. Public are usually happy to do this and get into the game of it.

---

**14.** Give everyone a free ticket to come into the org or mission and see ORIENTATION.

---

**BRIDGE PUBLICATIONS, INC.**