

A GAME for SCIENTOLOGISTS

BRIDGE
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FREE STRESS TEST HAT WRITE-UP

Nick Pietrunti is a very successful EUS bookseller. He works with four different orgs and has earned at least four training levels from these orgs. In just a few days he can sell over 80 books and get over 60 New Names to CF.

Nick attracts large groups by setting up very big *Dianetics* display booths at shows held in crowded upstat malls with the "Free Stress Test" signs and utilizes the E-METER™ to locate ruins per step #3 of HCO™ PL 23 October 1965 DISSEMINATION DRILL. "Salvage: Definition of salvage: 'to save from ruin.' Before you can save someone from ruin, you must find out what their own personal ruin is. This is basically—What is ruining them? What is messing them up? It must be a condition that is real to the individual as an unwanted condition, or one that can be made real to him." —LRH

Nick has written up his hat to help YOU expand your booksales activities.

This hat write-up lays out how Nick applies the steps of HCO PL 23 October 1965 DISSEMINATION DRILL and HCO B 15 September 1959 DISSEMINATION TIPS to get volume raw booksales.

To help orgs boom their booksales Bridge Publications has been exporting this application of LRH tech to orgs who are using the "Free Stress Test" in malls, at conventions, local events, and swap meets. Orgs that are using this have tripled their NBSRAW statistics.

Here is what Nick says about his success: "I've done mall shows over the last year and my stats keep going up. I had one table at my first show, two tables and floor displays at the second show and three tables with even more floor displays at the third show.

"My stats went from 44 books and 21 New Names to CF from the first show to 61 books and 53 New Names

to CF from the last show. I earned an Academy Level in one weekend!

"Also, my names and telephone numbers keep soaring. They went from about 30 from the first show to over 150 by the third show!"

Here is the step by step method used by FSM Nick Pietrunti in his application of LRH™ tech to get volume raw booksales and activate FSMs:

1. Find out what upcoming events are happening at the mall (health, women's home, computer, etc.) by calling your local malls. These shows usually run once a year for a 3 to 4 day weekend.

Ask for the name and number of the promotion company which is managing the show. Call them and pay for a space. (Give "DIANETICS®" as the name of your booth/organization and always ask for the non-profit rate.)

2. One table (6' long) and 2 chairs are usually provided. Pay for two more tables (total 3) and extra chairs so you can form a horseshoe with the three tables.

Put several *Dianetics* floor displays on the tables. This gets a lot of attention and makes your display very visible. Remember, put the floor displays ON the tables. You can also put some on the floor, but definitely put them onto the tables.

3. Put *Dianetics* and *Self Analysis* paperbacks in displays and onto tables in piles. If there are ethnic groups in your area, bring *Dianetics* in their language to the booth as well.

4. Bring a MARK SUPER VII® QUANTUM™ E-METER and set it up with two chairs at the end of one of the tables. Put an upstat sign made by a professional sign-maker on an easel. (Easels can be gotten at office supply discount stores for around \$40. My sign cost me \$53 and it can

last for years.) The sign says "Free Stress Test." "Free" and "Test" are in black block letters. "Stress" is in red and slanted.

5. The sign and the E-METER attracts a lot of people interested in doing a "Free Stress Test". Take the first one and do the following:

Sit down with the person near the E-METER. Show him the *Dianetics* paperback and, with the cover facing the person, point to *Dianetics* and say, "*Dianetics* means 'through the mind.' It explains how the mind works and what makes people tick. The big discovery of *Dianetics* is that there is a negative part of the mind that is made up of all the bad experiences, e.g. physical pain, emotional pain, deaths, divorces, break-ups, arguments and all such stressful times. This is the part of the mind that works against you and keeps you from being more successful. It can also cause lots of aches and pains and illnesses like migraine headaches and high blood pressure that doctors say come from stress. It also causes bad temper, impatience, fears, worries and inhibitions. It keeps you from being more confident and positive. (Notice how I punch in the major buttons. You can change, add on or subtract depending on what you obnose about the person, or what he tells you.)

Then tell him, with Tone 40 emphasis (applying HCO B 15 Sept 1959 DISSEMINATION TIPS, "*Don't try to overwhelm. Penetrate.*" —LRH) "DIANETICS spiritual healing technology tells you what you can do to handle and resolve this negative mind!"

Then point to the E-METER and say, "This meter is a very refined and sophisticated instrument. It proves what it says in the book: all the pain from the past is stored in this negative mind as harmful energy and it can be detected by this meter."

Tell the person, "Now, hold the cans. Please do not move around or squeeze the cans or loosen your grip or move your fingers as this will make the needle on the meter move. We are only interested in the thoughts in your mind." Then turn the meter on and adjust needle to "set" and tell the person, "I'm going to ask you a few questions."

Tell the person that when the needle "falls" to the right, it shows stress.

Then ask him, "What worries you the most?" or "What bothers you the most?" and have him note the "fall." Get him to tell you what it is he was thinking. Apply HCO B of 15 September 1959 DISSEMINATION TIPS where LRH states, "*Don't try to persuade. Penetrate. Don't try to overwhelm. Penetrate.*" The person will then give you his ruin.

Then bring him through step #4 of the Dissemination Drill, "Bring to Understanding: *Once the person is aware of the ruin, you bring about an understanding that Scientology can handle the condition found in 3. This is done by simply stating Scientology can, or by using data to show how it can. It's at the right moment on this step that one hands the person a selection slip, or one's professional card, and directs him to the service that will best handle what he needs handled.*" —LRH HCO PL 23 October 1965. DISSEMINATION DRILL.

Simply state that DIANETICS can handle the unwanted condition in his life and sell him *Dianetics* and/or the *Self Analysis* book and make an appointment for him to go to the Org or Mission. You can also sign him up for a free workshop, free session, or give him a mail-in OCA™ depending on the person's reach.

From anyone interested, even if they do not buy a book, get their name, address and telephone number so you and/or someone at the local org or mission can follow up in the future to get him onto service.

6. Have signs on the tables that say "Sign up for Free Sessions," and "Sign up for the Free Workshop" with pad, pens and NAME and PHONE NUMBER printed on top of note pad or paper.

7. If the person says they already have *Dianetics*, then tell them they should buy *Self Analysis* which came after *Dianetics*.

8. To pull in more people to the booth, smile at passers-by and show them a book or ask them if they have seen it on TV, etc. Having displays, "Free Stress Test" signs, the E-METER and people already at the booth will pull more in.

9. For more data or assistance, please feel free to call your Sales Manager at Bridge Publications, Inc.

The Los Angeles Day Organization has been very successful utilizing the "Free Stress Test" signs with their already successful avenue of selling books at the computer and business fairs which they find weekly around Los Angeles. They have found that these types of shows attract upstat business types who are literate and, particularly at the business shows, in need of change.

The PCS, Jim Sara and his FSMs attend two different shows and do the Free Stress Test. Their booths are packed with people—they see an average of 150-200 per day and are selling 75-80 books per day. They sell *Dianetics* and *Self Analysis* only. The PCS says their booths are inevitably the busiest booths with 4 Stress Tests going on simultaneously and lines of people waiting to get their Stress Test. Their Raw Books Sold has gone from 74 in a week to 330.