

HUBBARD COMMUNICATIONS OFFICE  
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Issue III

Remimeo  
Marketing  
Personnel  
Copywriters  
Dir's Promo  
PRs  
Div 2  
Div 6

*Marketing Series 12*

*PR Series 42*

**COPYWRITING**

## HARD SELL

It is necessary in writing an ad or a flier to assume that the person is going to sign up right now. You tell him that he is going to sign up right now and he is going to take it right now. That is the inference. One does not describe something, one commands something. You will find that a lot of people are in a more or less hypnotic daze in their aberrated state, and they respond to direct commands in literature and ads. If one does not understand this, and if he doesn't *know* that Dianetics and Scientology are the most valuable service on the planet, he will not be able to understand hard sell or be able to write good copy.

So realize that you're not offering cars or life insurance or jewelry or stocks or bonds or houses or any of the transitory and impermanent things which are based on things not surviving or on things that are in fact being destroyed. You're offering a service that's going to rehabilitate the thetan and that is *lasting*.

Hard sell means insistence that people buy. It means caring about the person and not being reasonable about stops or barriers but caring enough to get him through the stops or barriers to get the service that's going to rehabilitate him.

That is the sole reason for our use of surveys and promotion and marketing in the first place.

When that one fact becomes real, it all falls into place and it should be a short step then for a copywriter to produce an ad that attracts, interests, creates want and *sells* Scientology products and services.

L. RON HUBBARD  
Founder

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