

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 28 OCTOBER 1960

Assn Sec  
HCO Sec  
All PrR personnel

**NEW TESTING PROMOTION SECTION**  
**IMPORTANT**

For some time Orgs have used testing as a promotional means. It has been found that this is a good, reliable method of getting people to come in.

The essence of testing procedure is (a) to get the person to do a test and (b) get him or her to come in to have it evaluated. From this follows his or her buying processing and training as sold to the person by PrR at the same time as the evaluation is done.

The Testing Section contains all test files, all test supplies, E-Meters for case assessment (done by Test-in-Charge), broad arm type desks (or chairs and tables) and is arranged to test a large number of people at once. The door is plainly marked "Testing Section". The walls have signs which mention Scientology with positive statements and test examples showing what Scientology can do. (Before and Afters.)

The Test Section is extremely professional and businesslike in atmosphere. In this we must out-create psychologists and others.

Everything must be done to make testing prominent, accurate and available. The Test Section, as an entrance point to service, must look crisp and efficient. Waiting must be kept to nothing. There is no virtue in telling the applicant how *fast* they can be marked. Stress how carefully they are marked and the expertness of evaluation.

Some public difficulty could be encountered by Orgs in doing this unless it is done properly.

We are overtly cutting the psychologist off. He has only his test line to offer. All his gains have been in the field of testing. All his cash is received via tests and his

opinions of people and some tricks for training or selling.

*A free test activity does the psychologist out of a job.*

Any broad public invalidation of our test service should be ignored. To comment on it to people taking tests who say the tests have been invalidated to them is all right—"We are giving free what others charge \$50 for. We are a public service organization." Otherwise don't defend. Just test.

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## USE OF TESTS

Evaluation of tests should be helpful, wise and very direct. An evaluator should know all HCOBs about test evaluation. Remarks that "Scientology can improve this or that characteristic" or "auditing can remedy that" or "Processing can change this" or "Training can stabilize that" should be used repeatedly during the evaluation for the sake of impingement.

A clever evaluator can surmise such things as domestic grief, trouble with possessions, etc much more easily than a fortune teller.

Test evaluation is modern, scientific fortune telling. It deals with past, present and future. A low profile, low IQ future is of course a dreary one, profitless, unless changed. We can erase the fate of the past and alter utterly anyone's future. So it does not matter how hard one leans on the person. Remember low cases want only to escape the consequences of life.

A poor or average test (or a theetie-weetie high test with no reality) shows a rough future, full of disease and injury. Processing as of the past six months shows a very high shift of future in terms of high graph gains.

The IQ factor, while it is in actuality improved by processing, is useless without Scientology training. It can be used to sell training. The *professional* aspect of training should be played down in selling. The practical application aspect of it should be played up while graph and IQ reading for the pc.

We are in an era of finding and "selling" the "things", the "objects", "the realities" of Scientology. There are about 20 of these (engrams, banks, bodies, etc). Testing is a *thing* because it results in object substitutes for people.

Testing moves now out of psychological range and into future prediction, so we are *not* doing psychological testing. The is-ness of the test is applied to excuse the past, avoid difficulty in the future. We will take full advantage of the superstitions of people at the level of prediction. The popularity of astrology is greater than that of psychology even though psychology developed from astrology. That is because astrology pretends to read future. We can factually estimate future from meters and graphs without any pretence and a gruesome future it appears (and would be without us). Pandora's box flies into the future from a middle or low graph. Astrology and Numerology are popular and slightly factual. We can be popular and totally factual. The fate of Man without processing is measured by the catastrophes of the past. The Buddhist Wheel of Life shows Man how grimly he is tied to a never-improving circle of birth and death. Use such facts.

Without stepping beyond a person's past, which will certainly happen to him again without processing, we can change his fate. We are the only people on Earth who can accurately estimate it or improve it and make it stay improved.

With accurate scientific tests and testing, we can swing all existing interest lines in fate and future our way. And Scientology is also the only game on Earth where everybody wins.

L. RON HUBBARD

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