



# INTERNATIONAL MANAGEMENT EXECUTIVE COMMITTEE

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## EXECUTIVE DIRECTIVE

IMEC ED 1232RB

ALL STAFF, ALL PUBLIC  
CLASS V ORGS, CCs  
MISSIONS  
FSMs

10 August 1991  
Revised & Reissued  
29.8.96

### PLANETARY DISSEMINATION

#### A 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?" — LRH (LRH ED 344R INT, THE RIDGE ON THE BRIDGE)**

#### EFFECTIVE IMMEDIATELY

**"A. SUCCESSFULLY USED APPROACHES AND METHODS OF SELLING BOOKS TO THE RAW PUBLIC," — LRH**

To win, the bookseller must submit a full write-up of the successfully used approach and method of selling books to raw public. The write-up must include all data on how the approach or method works exactly, including stats as evidence of the successes of the sales approach or method. The write-up goes to the Org Field Control Sec or Public Contact Sec or PES to be forwarded to Books Executive International. Once approved as a successfully used approach or method of selling books to raw public, the person submitting wins a course of his/her choice (worth the

value of the full price of an Academy Level). The write-up must be complete, legible, have full details (so it can be exported to other areas) and be supported as successful by sales statistics.

**“B. NEWLY DEVELOPED AND TESTED WAYS TO SELL BOOKS AND CASSETTES TO DIFFERENT PUBLICS,” — LRH**

To win, the bookseller must submit a full write-up of the newly developed and tested way to sell books and cassettes to different publics. The write-up must include all data on how the sales method works exactly, including stats as evidence of the results gotten by using this method. The write-up goes to the Field Control Sec or Public Contact Sec or PES to be forwarded to Books Executive International. Once approved as a newly developed and tested way to sell books to different public, the person submitting wins an Academy Level. The write-up must be complete, legible, have all details (so it can be exported to other areas) and be supported as successful by sales statistics.

**“C. THE NUMBER OF BOOKS SOLD TO PUBLIC INDIVIDUALS,” — LRH**

Any public Scientologist that sells 50 books or cassettes to raw public within a two-month period wins a major course of his/her choice (worth the value of a full price of an Academy Level but not to exceed this value)! Bulk sales do not count, only individual sales (50 books to 50 different individuals).

**“D. THE NUMBER OF NEW PUBLIC STARTED ON THE BRIDGE.” — LRH**

This is fully covered in IMEC ED 2039, ORIENT THE PLANET, FIELD STAFF MEMBER AWARD PROGRAM.

**GAME PERIOD**

The game goes for two-month periods any time between now and 31 August 1997. Scientologists can be started on the game at any time. The Public Contact Sec or Field Control Sec or PES (or anyone else in the org) simply sells the bookseller 50 or more books, logs in the date the bookseller starts the game and gets him/her started. The bookseller has two months to meet his book sales quota and win his award!

Booksellers submitting for the awards for successfully used approaches and methods of selling books to raw public or new developments and tested ways to sell books and cassettes to different public, may submit for these awards any time up to midnight, 31 August 1997.

**RULES**

1. The books have to be purchased from the org the Scientologist is playing the game with and is getting the awards from.
2. The names, addresses and phone numbers of the book buyers are to be turned in by the bookseller to the Public Contact Sec, Field Control Sec or PES, as soon as the books are sold. As soon as the game quota is met (within the two-month contest deadline), the award is issued. If the quota is not met within the two-month deadline, the bookseller starts again at zero for the next two-month period.

3. Upon approval by Books Executive International of the successfully used approaches and methods of selling books and cassettes to raw public, the PES of the Org is responsible to ensure that the bookseller is immediately informed and issued the award.
4. Per SPD 12 September 1994, FSM AWARD PROGRAM, GUIDELINES AND REGULATIONS, training awards are non-transferrable between individuals or between orgs. Additionally any training award given per this game must be started within ONE YEAR of the award being made.

### GAME ADMINISTRATION

It is the responsibility of the org PES to ensure that accurate records are kept of the dates booksellers started, the number of books sold, and that exact names, addresses and telephone numbers are turned in and are actually entered into the Org's Addresso and Central Files.

It is the responsibility of the Org PES to ensure that the submitted write-ups (successful book sales methods, etc.) are forwarded without delay to Books Executive International.

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**"You have new news. And Dianetics and Scientology are good news. In fact, the best news man has ever had. Don't sit on it!" — LRH (HCO PL 20 Aug. 79, DIANETICS AND SCIENTOLOGY ARE NEW)**

NOTE: If you are running your own book sales award program which is successful and you want to continue it in the place of the Game for Scientologists, a full CSW needs to be sent immediately to Books Executive International for approval.

**BOOKS EXECUTIVE  
INTERNATIONAL**

**Authorized by  
AVC INTERNATIONAL**

**for  
CHURCH OF SCIENTOLOGY  
INTERNATIONAL**

CSI:AVCI:BEI:td.tn