



Using the Tone Scale to Increase Treatment Acceptance



**“IS THERE SOME KIND OF SYSTEM
BY WHICH YOU CAN SELL ANYTHING?”**

L. RON HUBBARD

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**“CAN YOU GET SOME AGREEMENT AND
COOPERATION FROM SOMEONE IN...”**

- L. Ron Hubbard

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**“...apathy?
Grief?
Fear?
Anger?
Antagonism?
Boredom?
Conservatism?”**

- L. Ron Hubbard

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AGREEMENT **Let's look at two key words used here** **COOPERATION**

IN SELLING THIS IS WHAT WE WANT TO ACHIEVE.

In fact we can go as far as saying that selling is the process by which:

1. One gets good "agreement" from someone in obtaining or achieving something; followed by
2. Getting "cooperation" from that person or persons in obtaining it.

“IS THERE SOME KIND OF METHOD BY WHICH YOU CAN GET GOOD AGREEMENT SO THAT THEY’LL GO ALONG WITH YOU?”

- L. Ron Hubbard

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"Reality is agreement. The degree of agreement reached by two ends of a communication line."

- L. Ron Hubbard

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"Yeah, it's about as simple as it comes."

- L. Ron Hubbard

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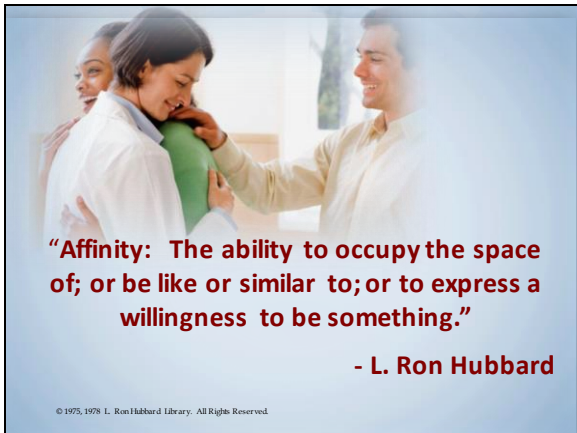


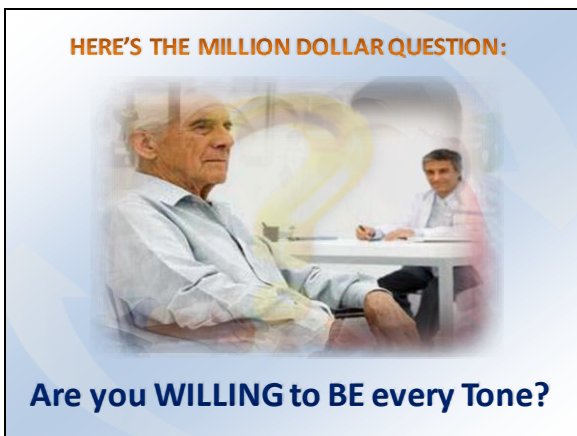
"Match the tone; just match the person's tone, that's all."


- L. Ron Hubbard

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"IT'S A SYMPATHETIC VIBRATION."

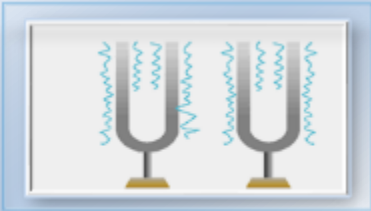
- L. Ron Hubbard

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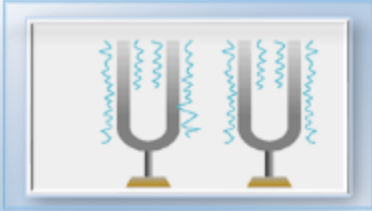
SYMPATHETIC:

in this sense is: responding or reacting in a way that is similar or corresponding (matching or agreeing) action from someone or something else.

A sympathetic vibration then is a vibration caused by other vibrations transmitted from a neighboring vibrating body.



"Did you ever see the physics class experiment where you have two tuning forks side by side?"



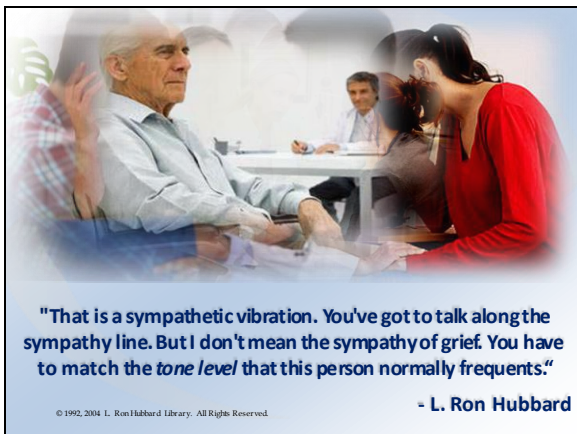
If you hit only one of them, the other one will vibrate too, even if you damp* out the first one."

- L. Ron Hubbard

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•Damp: to check or deaden the vibration of
•(a piano string, drum, etc.)



"That is a sympathetic vibration. You've got to talk along the sympathy line. But I don't mean the sympathy of grief. You have to match the *tone level* that this person normally frequents."

- L. Ron Hubbard

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NECESSITY OF GETTING IN COMMUNICATION

"All too often an individual who's trying to do business with other individuals, who is trying to work with other individuals, will be so solidly fixed himself on the Tone Scale that he doesn't understand the necessity of trying to get into communication with another individual before he tries to do something with him.

- L. Ron Hubbard

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NECESSITY OF GETTING IN COMMUNICATION

"It's necessary to get into communication. The only way you can get into good solid communication anywhere along this line is to get along the line on its own parity.*"

- L. Ron Hubbard

Parity: a state of or the condition of being equal/equivalent.

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"Fear is best appealed to by arguments about things to be afraid of. Anger is best appealed to about things to be angry about.

- L. Ron Hubbard

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“Boredom can more or less damp out antagonism, anger can control fear. Fear can play on down to grief, a little bit.”

- L. Ron Hubbard

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“If we are speaking in terms of two people, side by side, the one that'll more or less be in command of the other one will be the one that's a grade up from the other one.” -L. Ron Hubbard



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**TWO KEY
TONE SCALE LAWS**



THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

4.0 Enthusiasm  1.5 Anger 

1. "Agreement occurs at the same emotional tone level as the person making the statement. He buys his facts at that level."



- L. Ron Hubbard

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2.0 Antagonism  0.0 Body Death 

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THE EMOTIONAL TONE SCALE
By L. Ron Hubbard

4.0 Enthusiasm  1.5 Anger 

2. "To go a half tone up from his level is to command him within his zone of reality."

- L. Ron Hubbard

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2.0 Antagonism  0.0 Body Death 

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