

Chapter 1 - Being dictated -

Preface of the Book -

History of this work -

Questions & answers -

Why the Book -

What is needed -

The Program -

List of Chapters -

The aim of the book -

What is an alcoholic -

The medical chapter -

The Sales Promotion Possibilities

In the book should be suggestions regarding
hospitalization

No subworths letters.

Hanks ideas

Why the Book.

It has been estimated by the Rockefeller Foundation that there are over a million incurable, from medical or psychiatric standpoints, alcoholics in the United States.

These men realize their vital need and are desperately seeking the answer. The book should be so written that it will prove the answer to these people.

The work has become so broad that full time assistance and direction is needed. This costs money (which has been offered by foundational funds) however the alcoholics believe it should come from within their own experience.

Questions + Answers -

1. The question is often asked - where does the money come from for this work?
2. How do I know this will work with me?
 Why is this method better than any other religious method? (It is not - this is only a step toward a religious experience which should be carried forward in Christian fellowship no matter what your church)
3. Will I fail if I cannot keep my conduct up to these highest standards?
4. What happens when an alcoholic has a sexual relapse?
5. There is so much talk about a religious experience - what is it?

Sales Promotion Possibilities

The market -

1. Over million alcoholics (Rockefeller Foundation)

2. At least million non alcoholics that have definite alcoholic relatives

3. Every employer of 100 or

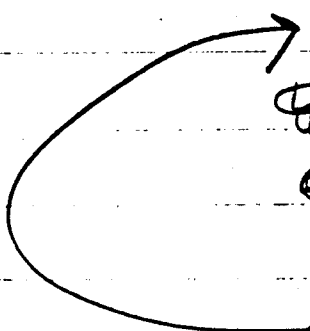
more people

~~\$5~~ ~~Half million ministers~~ ^{Two hundred & ten thousand ministers}

6. One hundred sixty nine thousand physicians.

4. ~~Those~~ Those that take an academic interest.

7. The total would be well over three million prospects



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Suggestion for Chapter 1 -

A History of the work -
Possibly this could be carried on
the first two pages of the book.

This history should establish
proof of success of the work
and carry hope to everyone
that reads that much.

The opening to the book
should arouse the emotion
of hope.

Mail order

A form letter of acknowledgment must be worked out.

This will acknowledge the receipt of the enquiry and will inform that the writer can secure the books by mailing ~~two dollars~~ or through their local bookseller who can secure from

Alcoholics Anonymous, Inc
Post Box 444

The profits of the books are administered by a foundation for promotion of cure and understanding of alcoholism.

Alcoholics ANONYMOUS

Published by

ALCOHOLICS ANONYMOUS, INC

A NON PROFIT organization
for the promotion of
cure and understanding
of alcoholism.

Profits accruing from sale
of this book ~~are~~^{will be} administered
by a foundation for promotion
of cure and understanding
of alcoholism. Members of
this foundation

Post Box . . .

XXXXXXXXXX

Observations -

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One of the easiest and most talked of things among us is a religious experience. I believe that this is incomprehensible to most people. Simple & meaningful words to us - but meaningless to most of the people that we are trying to get this across to. - In my mind religious experience - religion - etc - should not be brought in. We are actually overreligious - but we are trying to be helpful - we have learned to be quiet - to be more truthful - to be more honest - to try to be more unselfish - to make the other fellow's troubles - our troubles - and by following good steps we most of us have a religious experience. The fellowship - the unselfishness - appeals to us.

I wonder if we are off the track.

A very good merchandising procedure is to find out who people do not buy our products - it is good reasoning

more honest with yourself & your
fellow man - Have you been
more thoughtful of people with
whom you are associated - Has
your life been cleaner both by
thought & action - Have you
looked at others less critically, and
yourself more critically this past
30 days. You will never be
perfect but the question is
have you been more perfect?

Alcoholism

may be best be defined to the average person by pointing out its leading symptoms and indicating how these reactions differ from the total effects of alcohol on normal persons

ability
ie control
drinking
when
since
started

- 1. Total inability to control drinking once drinking is started.
- 2. Anti-social behaviour of these people when intoxicated

A. normal minority

- 1. little reaction to persons normal behaviour, an ordinary ebullient drinker or drunk

to find out WHY - I am fearfully
afraid that we are emphasizing
religious experience when actually
that is something that follows
as a result of 1-2-3-4.

In my mind the question is not particularly
the strength of the experience as
much as the improvement over
what we were. I would ask a
man to compare himself as follows
after say a month -

#1 - As compared to 2 months ago
do you have more of a feeling
that there is a power greater
than you

#2 - Have you cleaned out more
completely with a human being
than ever before?

#3 - Have you less bad things
behind you than ever
before.

#4 Have you been

Publicity

Newspapers
When book is nearly ready to leave the presses a short mat article should be sent to the 12,285 newspapers in the U.S.

This article would briefly cover the work as it has gone to date. Case histories would be covered.

- It possibly would be a brief case history of the work and announcement of the book.

At least four news bulletins should be published at weekly intervals, ahead of the book.