

Comparing Scientology and Mormonism

How to compare religions?

BITE-model: analyzing religions from the individuals perspective

- Behavior
- Information
- Thoughts
- Emotions

4P-marketing mix model: analyzing religion from the marketing perspective

- Product
- Promotion
- Place
- Price

Recent changes in the marketing mix

Other (business) considerations and similarities

Current situation: what is our PRODUCT? (1)

	Scientology	Mormonism
<i>Goal</i>	Realising your full potential Becoming an Operating Thetan	Families together forever Going to the Celestial kingdom
<i>Teachings</i>	Whole track Past lives Future lives ('we come back')	Pre-existence Life in the Celestial Kingdom
	Ron's Journal 67 Confidential levels (OT I – VIII), including Xenu story	Temple rituals Second anointing
	Learning about OT III before you're ready will get you pneumonia and die.	Seeing the plates will kill you Death oaths in the temple
	Condition of doubt; Doubt formula. Never question Source.	Doubt your doubts The prophet won't lead us astray
	OT VIII: realising you'll become a god	Becoming a god yourself
		Everyone will be baptised in the Millenium after Jesus' return

Current situation: what is our PRODUCT? (2)

	Scientology	Mormonism
<i>Why we do bad things</i>	Engrams, Body Thetans (the reason for war and crime)	Spirits in the pre-existence being cast out, becoming followers of satan and going to earth
<i>How do we live life?</i>	Processing / auditing - Erasing engrams to become Clear - Getting rid of BTs to become Operating Thetan	Going to church Going to the temple Word of wisdom
	Overts and withholds, security checks Making amends	Sin, confessions Repentance process
	Auditing others (training to do that)	Missions Callings
	Success stories	Testimony meeting
	Emphasis on statistics: Thursday at 2	Emphasis on statistics: baseball baptisms
	Elementary courses (Communication, Problems of Work) as the cheese in the trap	Families are forever
	Preserving Hubbard's speeches on gold records, written words on titanium plates. Sun-powered cassette and record players.	Genealogy effort by LDS members Storing records in a granit vault

Current situation: what is our PRODUCT? (3)

	Scientology	Mormonism
<i>Who we worship</i>	L. Ron Hubbard David Miscavige	God, Jesus Joseph Smith
	OT VIII's	Current prophet, first presidency, apostles
<i>Rituals, rites of passage</i>	Course completions Marriage	Baby blessing Baptism Baptisms for the dead Mission Sealing / marriage Funeral
<i>Traditions</i>	LRH birthday – March 13 (Birthday game) Dianetics day – May 9 Maiden voyage – June 6 Auditor's Day – Second Sunday september IAS Founding – October 7 New Year's Eve- International Event	Christmas Easter Pioneer day
<i>Mythology</i>	LRH backstory about Dianetics, curing himself	Joseph Smiths claims getting bolder and bolder Condemnation natural man

Current situation: what is our PRODUCT? (4)

	Scientology	Mormonism
<i>Us. versus them</i>	The squirrels are screaming so we must be winning.	We're being persecuted.
	Fair game policy: ruining critics utterly	Joseph Smith eviscerating and destroying reputation of women who say no
	Disconnection policy	Excommunication, disfellowshipping. 'Don't take counsel from those who don't believe.' Shunning culture
	Hatred for psychiatry and psychology	The church is true (others aren't)

Current situation: how we PROMOTE our religion (1)

	Scientology	Mormonism
<i>What we want you to know</i>	Personality tests Stress tests Book One (aka Dianetics) I am a Scientologist Whitewashed view of L Ron Hubbard and David Miscavige	Missionary discussions Book of Mormon Whitewashed view of Joseph Smith
	Tom Cruise, John Travolta	Osmonds
	Numbers of square feet orgs Numbers of words in LRH books sold Victory over the IRS – The War is Over (for members only)	Whitewashed membership statistics

Current situation: how we PROMOTE our religion (2)

	Scientology	Mormonism
<i>What we don't want you to know</i>	Church finances	
		SEC scandal
	Real membership statistics	
	Real history of the church Real history of the founder	
	Strategy to get celebrities in (Yvonne Gillham-Jentzsch (Celebrity Center))	
	Marc and Claire Headley, Chris Shelton Michael J. Rinder Aftermath Foundation	Fawn Brodie, September 6 Mormon Stories, John Dehlin, Mormon Discussions
	Leah Remini, Larry Anderson, Michael Fairman	Tyler Glenn, Wayne Sermon, Benji Schwimmer, David Archuleta
	Southpark episode Trapped in the Closet	Southpark episode All about the Mormons
Distorted view on ethics: criticize Miscavige and you're out. Being a pedophile is pretty much ok.	Distorted view on ethics: criticize leadership and you're out. Being a pedophile is pretty much ok.	

Current situation: PLACE: where we deliver our religion

	Scientology	Mormonism
	Missions (introduction) (Ideal) Orgs (up to Clear) Advanced Orgs (OT I – OT V) Flag Land base (OT VI and OT VII) Freewinds (OT VIII)	Churches Temples
	Celebrity Centers	
	Ideal Org program	Announcement of new temples

Current situation: what PRICE do we charge?

	Scientology	Mormonism
	Course donations Donations for the IAS Donations for buildings Time for auditing	10% Tithing Fast and testimony offerings Time investment for callings Mission 1.5 or 2 years

(Recent) Changes in our marketing mix

	Scientology	Mormonism
Product	Constant repackaging of old books Golden Age of Tech 1 and 2	From 3 hour church to 2 hour church Garments change Etcetera, etcetera!
	<p>Problem of religion: social mores being acceptable at the time the religion was founded becoming unchangeable. E.g. how become LGBT friendly when your founder is against that?</p>	
Promotion	Leah Remini when she was still in Other celebs who have since left	‘I am a Mormon’- Victory for Satan
Place	Merging ‘orgs’ Merging Day and Night Foundation Focusing on new buildings instead of auditing	Changes in stakes, wards and branches
Price	Focusing on donations instead of auditing	Giving your wife - polygamy

Other (business) considerations and similarities (1)

	Scientology	Mormonism
Creating the religion	L. Ron Hubbard writes article in Astounding Science fiction, then follows up with Dianetics	Joseph Smith writes the Book of Mormon
	L. Ron Hubbard using Revolt in the Stars and Xemu (Marvel Comics) for OT III. Ron Miscavige sr. finds 11 books where LRH took his ideas from.	Joseph Smith using View of the Hebrews parts of the Bible texts from contemporary Christianity Moundbuilder Myth
	OT III story talks about vulcanoes that don't exist (anachronisms)	Plenty of anachronisms in the Book of Mormon
Are leaders and management sincere?	L. Ron Hubbard (at the end) believed his own b.s.	Joseph Smith a pious fraud
	How relevant is it? If your product is faulty, it is faulty.	

Other (business) considerations and similarities (2)

	Scientology	Mormonism
Historic events	L. Ron Hubbard voyage to Puerto Rico seeking treasure	Joseph Smith creating the perception he could see treasure by using a rock in a hat, or translate using a rock in a hat.
	L. Ron Hubbard book Mission into time. Seeking treasure buried in a previous life	
	Miscavige creating the perception he has special powers knowing Sea Org members having 'illegal' stuff	
Church as part of an ecosystem	World Institute of Scientology Enterprises. Statistics, 3 basket systems on desks. Ethics system. Networking	Culture of elite / VIP mormons. Apostles, GA's, friends and family. Church helps corporations succeed and vice versa. Symbiotic relationship.

Other (business) considerations and similarities (3)

	Scientology	Mormonism
Financial issues	People supporting L. Ron Hubbard turning against him (Campbell, Winter)	Early cofounders of the church split when Smith went off the rails
	Financial collapse of Dianetics	Kirtland timeperiod of Joseph Smith SEC scandal
	L. Ron Hubbard starts Theta after going broke. Purcell owns the Dianetics copyright.	Joseph Smith trying to sell Book of Mormon copyright
	L. Ron Hubbard starts Scientology	
	Loss of tax exemption, regaining it by forcing the IRS and people working there through hundreds of courtcases	

Other (business) considerations and similarities (4)

	Scientology	Mormonism
Succession plan, power struggles	<p>No</p> <p>David Miscavige kicking out everyone who could become a competitor</p>	<p>No</p> <p>Brigham Young kicking Emma Smith out to not have Joseph Smith III take over. (Later she was allowed back in.)</p>
Legal structure	<p>Church of Spiritual Technology</p> <p>Church of Scientology International</p>	<p>Corporation of the President of the Church of Jesus Christ of Latter Day Saints</p>
Tax exemption	<p>Author Services Inc.</p> <p>Religious Technology Center (aka Inspector General Network)</p>	<p>Ensign Peak</p>
Who owns copyrights, trademarks?	<p>Bridge Publications</p> <p>New Era Publications</p> <p>Freedom Magazine</p>	<p>Deseret Industries</p> <p>Deseret News</p>
	<p>Narconon, Criminon, Way to Happiness, Youth for Human rights, Citizen's Commission for Human Rights, Volunteer ministers</p>	

Other (business) considerations and similarities (5)

	Scientology	Mormonism
Silencing critics and people that practice the religion outside of the church	L. Ron Hubbard quote: “The purpose of the suit is to harass and discourage rather than win.	
	Lawsuits against Time Magazine, Advanced Ability Center, CANN Debbie Cook	Lawsuit against OSF and John Dehlin
	Hate websites for important critics. Scientology trying to slander Marc and Claire Headley to their clients	Indirect attacks on critics
	Claire Headley getting CPS visit. Bogus claims	Kirton & McConkie ‘helpline’
Dealing with critics suing the church or prominent members	Lisa McPherson case. Kicking out the members who know about the dirty laundry	
	Several courtcases. Church forcing arbitration	James Huntsman case
	Danny Masterson case	

Other (business) considerations and similarities (6)

	Scientology	Mormonism
Government pressure on the leader	L. Ron Hubbard getting away when in trouble: <ul style="list-style-type: none"> - United States - United Kingdom - South Africa / Rhodesia - International waters - Secretly returning to the US. Ending up in Creston California 	Joseph Smith getting away when in trouble: <ul style="list-style-type: none"> - New York - Kirtland Ohio - Independence Missouri - Nauvoo, Illinois Brigham Young going to Utah, outside the US
Government pressure on the church itself	FDA investigating medical claims about e-meter and vitamin bombs	Church under pressure because of polygamy
	FBI investigating Scientology, Operation Snow White	
Internet as the religions demise	Disaffections because of the Internet	
	Anonymous protests / Chanology	
	Going Clear, Scientology and the Aftermath	
	Ex-members able to organize through forum websites, social media	

A look at the comparison

- Criticism most welcome in the comments
- Feel free to use for yourself
- Adding other religions through e.g. analyzing materials about those
 - Cults to consciousness – Shelise Ann Sola
 - Other creators

Applying to a secular worldview?

- Rejecting the goal and (most) teachings
- No evidence for the existence of a god or gods
- Rejecting e.g. teachings about sex. Masturbation is normal, being LGBT is ok.

I don't need your product.

Conclusion

- Religion looks like a product looking for a need to fulfill
- The marketing mix no longer works.
- Back to the drawing board: what are the needs that must be fulfilled?
- Let's look at a secular country as an alternative.