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 Promotions Possibilities
In the book should be suggestions regarding hospitalization
No soberworth letters!

Thanks ideas
Why the Book.

It has been estimated by the Rockefeller Foundation that there are over a million incurable, from medical or psychiatric standpoint, 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 foundations) however, the alcoholics believe it should come from within their own experience.
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 is a relapse?

5. There is no much talk about a religious experience - what is it?
Sales Promotion Possibilities

The Market -

1. Over million alcoholics (Rockefeller Institute)
2. At least million non-alcoholics that have definite alcoholics relatives
3. Every employer of 100 or more people
   - Two hundred to ten thousand ministers
   - Half million ministers
   - One hundred sixty nine thousand physicians
4. Those that take an academic interest
5. The total would be well over three million prospects
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 leading 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 inquiry and will inform the writer that the writer can secure the books by mailing for through their local bookseller who can receive from Alcoholics Anonymous, Inc. Post Box 

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 will be
administered
by a foundation for promotion
of cure and understanding
of alcoholism. Members of
this foundation

Post Box...
Observations -

One of the easiest and most talk of things among us is a religious experience. I believe that this is incomprehensible to most people. Simple meaning words to us - but meaningless to most of the people that we are trying to get this across too. In my mind, religious experience - religion etc. should not be brought in. We are actually unreligious - 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 say following these steps we must all 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 why people do not buy our products. It is sound reasoning.
more honest with yourself and your fellow man. Have you been more thoughtful of people with whom you are associated? Has your life been cleaner both by thought and 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 more difficult to the average person. By pointing out its leading symptoms and indicating how these reactions differ from the effects of alcohol on nurses, practitioners, and others, it is less control of the condition when drinking is started. In fact, drinking is started.

2. Antisocial behavior of these people when intoxicated.

3. Instead of persons normal behavior, an ordinary exuberant drunk 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 only 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.