



Communication & Sales Seminar B

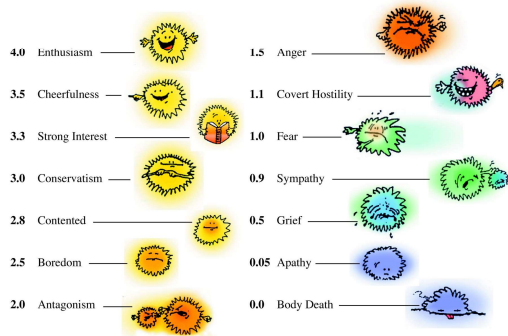
Based on the works of L. Ron Hubbard

Section II - IV: Spotting Tones

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THE EMOTIONAL TONE SCALE

By L. Ron Hubbard



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Tone Level Traits

- 1. Eyes
- 2. Affinity
- 3. Reality
- 4. Communication
- 5. Handling of Truth
- 6. Method Used to Handle Others
- 7. State of Possessions
- 8. Motion

3

TONE
.05
APATHY



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Apathy Traits

From the works of L. Ron Hubbard

Eyes: Appearance of looking fixedly, for minutes on end, at a particular object. Only thing is, they don't see it.

Affinity: At this level, affinity is expressed by complete withdrawal from people.

Reality: Complete withdrawal from conflicting reality - no reality.

Communication: "What's the use?" "All is lost." An Apathy case will talk about death, claims things are hopeless and impossible.

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Apathy Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Doesn't tell the truth... They're completely careless about any fact. "Truth? Who cares?"

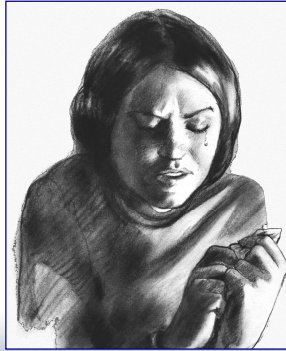
Method Used to Handle Others: The person in apathy, their method of handling people is just to pretend they're dead. "If I'm just dead enough nobody'll bother me."

State of Possessions: In very bad condition generally.

Motion: Motion goes through them. They will not get out of the way, they will knock aside on it. It will sort of go through them.

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TONE
0.5
GRIEF



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Grief Traits

From the works of L. Ron Hubbard

Eyes: The person does look “downcast.” A person in chronic grief tends to focus their eyes down in the direction of the floor a good bit.

Affinity: Supplication*, pleas for pity.

(***Supplication:** a humble request, prayer, petition, etc.)

Reality: Shame, anxiety - strong doubt of own reality, easily has reality of others forced on them.

Communication: Talks dolefully and hopelessly in terms of bad things which are happening and will happen, and for which there is no remedy... They listen only to such conversation. They cannot be heartened or cheered up.

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Grief Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Strange perversions of the truth intended to achieve pity and support of others.

Method Used to Handle Others: Enturbulates* others to control them. Cries for pity. Wild lying to gain sympathy.

(***Enturbulate:** cause to be **turbulent** or agitated and disturbed.)

State of Possessions: In very bad condition generally.

Motion: Molded by motion. Slight motion. Agitation in one place, suffer.

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TONE
1.0
FEAR



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Fear Traits

From the works of L. Ron Hubbard

Eyes: Person can't look at you. People are too dangerous to look at.

Affinity: Acute shyness. Propitiation, withdrawal from people.

Reality: Poor, and is agreed upon for covert purposes.

Communication: Twisted, and consists of lies.

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Fear Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: There's all sorts of lying at this level.

Method Used to Handle Others: They will nullify anything you tell them that is enthusiastic and anytime you're enthusiastic, they'll nullify you. Furthermore, they'll nullify anybody above them on the tone scale.

State of Possessions: In poor condition.

Motion: Moves away from you. Covert action.

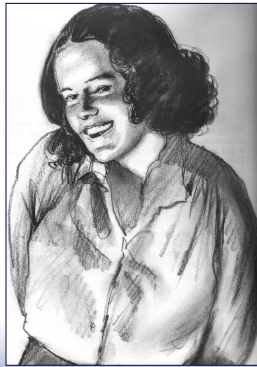
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Tone Scale Drill

1. Review the information we've just covered on tone levels: .05, .5 and 1.0.
2. List out three examples for each tone that you have personally observed.
3. Note what it was that you observed in each of these examples that gave you insight into their tone level.
4. If you're watching via livestream, type "DONE," in the chat.

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TONE 1.1 COVERT HOSTILITY



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Covert Hostility Traits

From the works of L. Ron Hubbard

Affinity: Hatred has been socially and individually censured to a point where it has been suppressed. And the individual no longer dares demonstrate hate as such.

Reality: Doubt of own reality. Insecurity. Doubt of opposing reality.

Communication: Talks in apparent upscale manner, but intent vicious.

Handling of Truth: Ingenious and vicious perversions of the truth.

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Covert Hostility Traits Continued

From the works of L. Ron Hubbard

Method Used to Handle Others: Nullifies others to get them to a level where they can be used. Devious and vicious means. Hypnotism, gossip. Seeks hidden control.

State of Possessions: Poor. In poor condition.

Motion: To get away from it and covertly stop it.

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ZONE
1.5
ANGER



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Anger Traits

From the works of L. Ron Hubbard

Eyes: Lower bands will look away from you, deliberately. It's an overt communication break.

Affinity: Affinity has almost reversed itself. It's hate, violent and expressed.

Reality: Destruction of opposing reality. "You're wrong." Disagrees with the reality of others.

Communication: Talks of death and destruction only; hate. At this tone level, we have a shutting off of other people's conversation. A complete refusal to listen and efforts to destroy incoming conversation.

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Anger Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Blatant and destructive lying.

Method Used to Handle Others: Uses threats, punishment and alarming lies to dominate others.

State of Possessions: Often broken. In bad repair.

Motion: Trying to hold everything still. It's destruction, because it's no-motion that he's trying to accomplish.

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TONE 2.0 ANTAGONISM



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Antagonism Traits

From the works of L. Ron Hubbard

Eyes: Will look directly at you all right, but not very pleasantly. They want to locate you—as a target.

Affinity: A feeling of annoyance and irritation caused by the advances of other people toward the individual. Love is received with suspicion.

Reality: Verbal doubt – defense of own reality. Attempts to undermine others'. Disagrees.

Communication: Talks in threats. Invalidates other people. This is the level of antagonistic conversation. The individual is apt to nag or make derogatory comments to invalidate other people.

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Antagonism Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Truth twisted to suit antagonism.

Method Used to Handle Others: Nags and bluntly criticizes to demand compliance with wishes.

State of Possessions: Very neglected.

Motion: Bats it back. You say something to them, they'll snap back at you. The handling of motion is, as it comes in, "change it and get rid of it." Motion toward, slow attack.

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Tone Scale Drill

1. Review the information we've just covered on tone levels: 1.1, 1.5 and 2.0. List out three examples for each tone that you have personally observed.
2. Note what it was that you observed in each of these examples that gave you insight into their tone level.
3. If you're watching via livestream, type "DONE," in the chat.

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TONE 2.5 BOREDOM



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Boredom Traits

From the works of L. Ron Hubbard

Eyes: Eyes wandering around again, but not frantically as in fear. Also, they won't be avoiding looking at you. They'll include you among the things they look at.

Affinity: Neglect of person or people - withdrawal from.

Reality: Refusal to match two realities. Indifference to conflict in reality. Too careless to agree or disagree.

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Boredom Traits Continued

From the works of L. Ron Hubbard

Communication: Casual, pointless conversation. A "let's not argue about it" attitude, a dismissal of communication, a carelessness as to whether one's communication is being received or is even understandable.

Handling of Truth: Insincere, careless of facts.

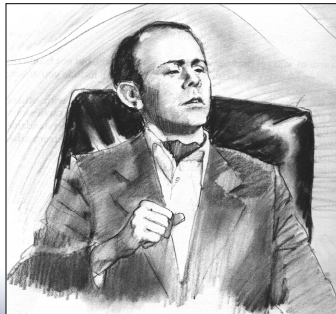
Method Used to Handle Others: Careless of support from others.

State of Possessions: Shows some neglect.

Motion: Motion away, recede slowly.

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TONE 3.0 CONSERVATISM



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Conservatism Traits

From the works of L. Ron Hubbard

Affinity: Tolerance without much outgoing action. Acceptance of advances offered. Does not readily make such advances themselves.

Reality: Awareness of possible validity of different reality. Conservative agreement.

Communication: Tentative expression of limited number of personal ideas. Safety, security and somewhat better survival conditions are the arguments used along this level of the Tone Scale.

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Conservatism Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: Cautious of asserting truths. Social lies.

Method Used to Handle Others: Invites support by practical reasoning and social graces.

State of Possessions: Fairly good.

Motion: Has a tendency to be a little bit conservative and to sort of hold on to things. No motion, stay.

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TONE 3.5: CHEERFULNESS



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Cheerfulness Traits

From the works of L. Ron Hubbard

Affinity: Tentative advances. Friendliness.

Reality: Ability to understand and evaluate reality of others and change viewpoint. Agreeable.

Communication: Will talk of deep seated beliefs and ideas. The individual at this level can listen without becoming critical and can aid and assist others in conversation.

Handling of Truth: Truthful.

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Cheerfulness Traits Continued

From the works of L. Ron Hubbard

Method Used to Handle Others: Gains support by creative reasoning and vitality.

State of Possessions: In good condition.

Motion: Motion toward but you don't get the same swift approach as you do in Enthusiasm (Tone 4.0).

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TONE 4.0: ENTHUSIASM



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Enthusiasm Traits

From the works of L. Ron Hubbard

Affinity: Love, strong and outgoing. They experience friendliness. This is an extroversion of affinity.

Reality: Search for different viewpoints to broaden own reality. Changes reality.

Communication: Strong, able, swift and full exchange of beliefs and ideas. At this level they're capable of communicating completely and withholding nothing, also the ability to communicate with complete rational selectivity, also the ability to be conversationally creative and constructive.

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Enthusiasm Traits Continued

From the works of L. Ron Hubbard

Handling of Truth: High concept of the truth.

Method Used to Handle Others: Gains support by creative enthusiasm and vitality backed by reason.

State of Possessions: In excellent condition.

Motion: Rational use of all possible motions to fit the given situation and will weigh the evidence before them to establish and determine their action. Their action will be dictated by a rational conclusion as to what action should be taken.

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Tone Scale Drill

1. Review the information we've just covered on tone levels: 2.5, 3.0, 3.5 and 4.0. List out three examples for each tone that you have personally observed.
2. Note what it was that you observed in each of these examples that gave you insight into their tone level.
3. If you're watching via livestream, type "DONE," in the chat.

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Tone Scale Drill

Spotting Tones

1. To do this drill, you'll need to pair up with another attendee. If you're livestreaming, you could do this with whomever you're watching with. If you're attending in person, pair up with someone from your group. If you are here alone, you would pair up with another attendee, maintaining social distancing.
2. One person is the student and the other is the coach.
3. The coach will pick a tone level to demonstrate without telling the student. The student's job is to properly identify the tone the coach is demonstrating. Once done, coach picks another tone and so on. Once you have finished all four tones, start at the beginning again until the speaker announces that it is time to switch roles.

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