

MASTER SPEAKS (BERKELEY)

(Master spoke with members of the Berkeley Family for about one and one half hours on the afternoon of January 12, 1972, at the Euclid Avenue House.)

(In reference to Logos Litho-Print, Berkeley Family's printing business):

MASTER: How many people work there?

ABOUT FIFTEEN OR SIXTEEN FULL TIME.

How is it doing financially?

ABOUT BREAKING EVEN, WITHOUT PAYING WAGES. WE'RE NOT MAKING OR LOSING MUCH.

That means we count it as a minus, businesswise. We have to engage in good prospective business. If you think we will be unsuccessful, we had better not get involved. We have to plan well and engage in good, prospective businesses. I prefer evangelical work to bring in members. Without paying wages, it is somewhat of a sacrifice. We should engage in a business where not so many people are involved, and there is not so much investment in the business. That is more recommendable, so we won't lose all our free time for witnessing or something else. This type of thing has to be planned carefully. Something like the "housecleaning workshops" they have in Washington, that would be a wonderful idea.

WE'VE TRIED THAT AND IT DIDN'T WORK, BUT WE DON'T KNOW IF IT WAS THE MARKET, OR THE PEOPLE INVOLVED.

You must train them how to clean; this is a special area. That might be the weak point you have, because this is a professional area. So they must have some special training.

BUT THE MARKET ISN'T AS GOOD AS WASHINGTON'S. WE DON'T KNOW HOW GOOD IT IS. UNEMPLOYMENT IS MUCH HIGHER HERE.

In Japan, the flower sales are flourishing. I don't know how much of an effect this would have on America.

FLOWER SALES, SELLING FLOWERS?

Yes. Deliver them, and sell them in the street. Not only in the street, but also stopping cars in intersections, and apartments, and houses, and several other places you can sell flowers. That's what they are doing over there (in Japan).

WE'RE EXPERIMENTING WITH THE PAINTING BUSINESS, AND IT SEEMS TO BE SOMEWHAT PROFITABLE, PAINTING APARTMENT BUILDINGS AND HOUSES.

DAVID KIM: That type of thing he agrees with; there is less personnel involved.

MASTER: Some kind of business that can be engaged in after three or four days of training. A study should be set up along this line. In Japan, a campaign to solicit funds is very successful, such as "Victory over Communism," where they explain the campaign to the people, and give them some literature. One of the characteristics of our youth in Japan is persuasiveness. Also persistence, and never letting the people go until they are successful. And later, if they donate something, they appreciate our project, because our young people explain why they have to donate money, what our movement is, etc. Then, they even contact us to show their appreciation. Beautiful young girls should be front line solicitors, visiting social organizations, and apartments, and they will achieve definite success.

I THINK IF YOU ARE ANTI-COMMUNIST AND GO HOUSE TO HOUSE, YOU WILL SURPRISE PEOPLE, AND GET THEIR SUPPORT.

Over \$1,800,000 dollars was collected through the 100-day campaign in Japan solely by the young people in the Principle Family. There is nothing impossible when you are united in one. Forty dollars is the minimum the poorest flower seller brings in each day. There is a standard scale in our Japanese movement. Each member, depending on how many months he has been in the Principle, has a certain quota to meet. New members usually sell below the quota, so they work hard to meet the minimum quota, so that they can maintain their position in our movement. After one year of practice along this line (selling flowers), the workers of our Family have mastered the skill of looking at someone, and knowing by spiritual perception, if that person will buy or not; already they have classified the person. That kind of sensitivity you have to develop. Another method for the internal preparation of the individual worker: suppose today he or she contacts one hundred people. Then he figures out the percentage of people who buy. Then every day he has to think, "What's wrong with me?.... I'll have to do better tomorrow." So always he has a chance to evaluate himself. With this kind of prepared, trained experience, it's very easy to witness and convert people. This is one of the methods of training. Every day, they meet every walk of life: old, young, male, female, professionals, all kinds of people, as it is an everyday learning process. Our problem is persistence, continuity. This will show your success over other people who are failing along this line.

You also have to develop spiritual training. Instead of always talking with preplanned notes, you have to use the spirit world, and speak out, having their co-operation. You have to develop practice in that area. When you pray before you speak or deliver a message, someone among your congregation will be perceptive enough, and you will see right there when that person is being used. This will solve many problems, and the whole congregation will be inspired. That will be a wonderful result.

Suppose you have three people in the congregation who are inspired right there with you. You will notice them, and you must immediately work on them. Then they will turn away from their own problems, and come to you, and be quite helpful to you. Sometimes when you speak on the platform, only one person will be inspired. When you grasp that person, and give him energy right there, the whole congregation will share this kind of spiritual response. You have to evaluate and appraise the situation. Suppose somebody in the congregation is sleepy; then you emphasize clapping your hands, not necessarily for that person, but to emphasize your point. At the same time, it wakes him up. You glance at him eye to eye, and dark forces will go away.

DAVID KIM: In Washington in 1965, seventy scholars, academic representatives, etc., were gathered, wondering who this famous Master Moon was. It was a rough situation. He became very serious when he met them. "High pressure" was mounting up. Our Master could not lift these people from that situation, so he had to do something about it. He had to use a diverse way to crack this situation, so he smiled, and asked someone to sing an American song to "break the ice." So all the people discussed among themselves who was to sing, and the tension collapsed! Since nobody answered, he said, "Then I will sing for you!" By this kind of technique, by singing, he broke the tension, and left a good impression with the people. You can also make jokes about fat or skinny people in the audience.

MASTER: In the process of delivering this kind of talk, if one of the congregation is sleeping or something, you had better tackle and assault the problem before proceeding to the next step of the talk; otherwise, you will get into trouble. This is a spiritual battle. So you people should realize this area and study it.

You have to set up a praying schedule, individually, when it is most beneficial for each of you to pray.

There is a kind of spiritual hypnosis that is a function of spiritual power. If you are going to kill, actually kill it, or if you are going to hit something, actually hit it. You have to do something with the same concentration and it will work.

In your prayer, you have to pull or attract someone, and that person shall come to you. Spiritual concentration, it is called. It will work. As a leader of the congregation, you should know what kind of atmosphere will appear when you conduct the meeting. If you can't know or decide what it will be, then don't decide you topics. You have to work out different ways. You have to find out the other way. Sometimes a spiritual leader should have the ability to decide if the topic should come from one of the congregation. So when he sees a person, he knows what kind of occupation he has, etc., and you have to sense that through the spiritual training area, which takes some time.

In order to impress a person to whom you are going to talk, you can't talk directly about him--you have to talk about yourself, on behalf of the person to whom you are going to talk, about yourself, from his point of view. When you speak the Truth, spirit

world will co-operate, and send you some power, such as sorrow, or happiness, or some other kind of experience, and if you bring out these things, you will easily influence, or impress, or even inspire the person you are talking to. Instead of direct words or expressions at the time, you can use this vocabulary or a semantic selection based on poetry, or a beautiful expression, prose, poetry, or so forth.

To the scientist, you have to talk scientifically, systematically, in an organized way. You have to discern his personality. Sometimes it's high, serene; some are dynamic like a full tower of water, overflowing, so you have to discern this type of personality, and adjust and adapt yourself in the way you talk to him.

You have to be an "I," you have to have faith in yourself, or otherwise you cannot help that person. "I" becomes the subject, and that person will be in the object position; in any circumstance this will apply. You should be in the subject position. You should have this kind of experience. The same thing holds when you have children, when you have to face them. You have to know how to face these things; even when there are hundreds of people in the congregation, you have to maintain this kind of helping situation, a working relationship between subject and object positions.

And you have to analyze your accumulated table of status, which might help you. As a leader, you cannot expect that person to adjust to you. You have to direct yourself, so that you are ready to adjust to that person. Don't make them adjust to you. You adapt first, then you will have give and take from subject and object positions and then you will lead them to you. So do not think, "He has to adjust to me."

If you as a leader do not expect others to adjust to you, but you yourself can adjust to them, then everybody will be like the leader. Because you have adjusted to hundreds of people, everybody likes you. Sincerity is necessary here instead of means or methods. You must show sincerity.

There are many ways to touch your friends, even physically, with your hands and arms. You have to realize and actualize give and take, and whenever subject and object interact with one another, what happens? Multiplication begins. This is a Principle law. So you actually have to feel it and apply it in your life. If you practice in this way, you will become a natural man, a natural person.

WHAT DO YOU DO IF PEOPLE ARE REALLY HARD TO REACH AND RELATE TO?
I CAN EASILY RAISE MOST OF THEM, BUT THERE ARE A FEW WHO ARE VERY
DIFFICULT TO HANDLE.

There are two ways to guide these people as a leader, a direct approach or an indirect approach. You will probably find yourself in a situation where the person you are talking to is just not opening his heart. Sometimes, this person might have some inside torture or uneasiness, or painful experience when he sees us living together, brother and sister. This is a sort of high-pressure relationship. A peer relationship is important. Sometimes that person, to whom you can't convey our ideas, will have inner struggles, because of these other peer groups that influence him.

At some time, you can bring him over privately, in a quiet way, making a new approach, in the sense that you can talk with him. Then, that person will really feel your concern, whether you are right or entirely wrong. So you have to be sympathetic, and you have to tune in to those people who have trouble because of peer acquaintances and influences. Then, from there, you can easily open some other avenue through which you can reach him. If that person begins to feel he is needed, then he will realize that he can talk to you, he will open up, because he will see your concern for him. Then the relationship is settled, and you can begin your new working relationship with that person, instead of scolding him for being right or wrong. Sometimes you can immediately pinpoint where he is thinking wrong, through your prayer as a spiritual leader. You can even, without asking him why he is thinking such a thing, immediately know his heart and soul without hearing anything. You have to develop your vertical level in the spiritual area as a leader. Then, those people never go out of the center or the Principle, if you lead them in this way.

You have to recognize how you appear to the other person. You should even understand what kind of facial expression or mannerism you are projecting. You have to visualize yourself as a leader, when you are going to have to deal with many people. Then all the followers of the leader will know his mannerisms, when he is happy or sad. Do not lose that. Their image of you as a leader should be that way. The same applies to when you see other people.

Sometimes you have to be firm, and harsh, too. Sometimes you will travel high, above him, and sometimes in parallel situations. As a leader, you have to do something more than ordinary people do. Sometimes you have to know more about the person you are working with than about other people.

Public, congregational prayer is very important. Also, an address or speech is important, but prayer should be emphasized. You realize that sometimes, when someone prays, you are impressed or inspired, while when someone else prays, you have no inspiration at all. Most people give a degree of inspiration. You have to know when you meet the congregation, what kind of prayer you should do, to what degree you can influence them, and so forth, these things you have to figure out. You have to quickly raise the level of spirituality!

(ABOUT THE REVIVALS)

We will have to set up a certain kind of system here. We have to sell the tickets at \$6 a night for the revival meetings, three nights is \$18. It is the same in New York. Sometimes for a student we will sell them for \$12, for three nights. The ticket will cover three nights, in other words, you cannot buy a ticket for one night only. These are very hard to sell, of course. By doing so, we shall have more solid converts to this movement. If we didn't do this, people would come one night but not the next. Human psychology is strange; people have a tendency to go either way. So if it is expensive, they might take it over an ordinary ticket.

If we succeed on this project in seven states, then the next revival meetings we will increase the price from \$6 to \$10. Then we will go up to \$50.

If by the time we become famous, there are 1000 seats available, and only 100 people come, we will be satisfied. By that time, only rich men will be able to go to the Principle revival meetings!

I HAVE A LAST QUESTION ON THE NATURE OF THE MEETINGS. DOES MASTER WANT TO SPEAK IN A CHURCH OR A SECULAR PLACE?

The reason we are having them at the Lincoln Center and the Kennedy Center in New York and Washington is because we wanted to make sure that the people would attend at that kind of a "target." Once our reputation spreads, we will win the victory with this project. We are paying \$3500 for three days. We are risking all expenses. We want to make sure that "solid" ticket holders come to hear the message, for the New Age, for three days.

Nobody will buy tickets at the last minute. We want to sell 1000 tickets with our trained young people. So nobody can buy a ticket outside the door. Then, many young people will return from the Lincoln and Kennedy Centers, and the rumor will spread through the town and the whole United States. So, even if we spend a lot of money, we are taking this course. Even if we spend a lot of money, if the auditorium is filled, we aren't losing anything. So already we have invested a lot. This kind of demonstration has been enforced already in Korea and Japan.

The problem is depending on you. Can you move? Can you mobilize? Can you march on, following my plan? That is the problem right now. 100 people will be assembling in New York City. If they sell ten tickets, everything is sold out already! We have two weeks to go. 100 young people are there. They will sell tickets wherever they go for two weeks. No problem! The problem is your mobility, your motion, your dedication.

Why don't you consult with Mr. Choi, and get the nicest place. Now it depends on you and Mr. Choi to consult together; no need to wait for your president to give you these instructions. Rent the place, depending upon your ability, even if you have to borrow the money to pay the rent. I don't think any loss will come.

THE QUESTION IS NOT THE MONEY, IT IS WHETHER A CHURCH OR ANOTHER BUILDING?

No, not a church. An auditorium. You have to rent the best place, depending upon your ability. You will get some rumor of what will take place soon, before the opening meeting. How large an audience, 1000, 2000, depends upon your ability to mobilize.

The revival meeting period is the period for preaching. The whole Unified Family must be mobilized!