

Business Forecast for

Rachael Ray

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7:11

Glens Falls, New York

9 May 2020 - 9 May 2021

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Your Business Forecast begins on the following page. If the time period for an interpretation is, for example, given as "Apr 1, 1997 (Feb 15, 1997 to May 15, 1997)", then it starts in mid-February, reaches greatest intensity around April 1, and ends in mid-May. The first date listed is the time when the influence has reached maximum strength; we can call this date the "peak date". The influence starts on the beginning date, gradually increases in strength until the peak date is reached, and then it gradually fades out until the ending date is reached.

You may also notice that the same interpretation shows up periodically during the year; this is not unusual. To eliminate redundant interpretations, you may be informed that the astrological influence also occurred earlier and that you should refer back to the previous occurrence of this interpretation.

At the top right margin after the dates, the abbreviated names of the aspects and the two factors involved are given. For example, "Jup Sqr MC" means that during the given dates "transiting Jupiter" is squaring your "natal Midheaven". That is to say, the first factor that appears is always the transiting planet (present position of the planet in the zodiac), while the second component of the pair is "natal", or the position it was in the zodiac at your birth. Also, the Midheaven (MC) is the apex or beginning of the 10th house.

At the beginning of each interpretation the complete name of the aspect and the two factors involved are given in capitalized letters. As before, the first planet is in "transit" while the Midheaven is "natal". Below it, the INTENSITY of the aspect is indicated in a scale from 1 to 10. That is to say, an aspect with an influence of 1 is very weak and may not even be noticed. On the other hand, an influence of 10 is very powerful. We can consider aspects with an intensity of 8, 9 or 10 VERY STRONG, 6 or 7 STRONG, 4 or 5 AVERAGE, DECREASING at 2 or 3 and VERY WEAK at 0 or 1.

This report outlines the aspects between the transiting planets on one hand, and the apex or beginning of the 10th house in the natal chart on the other. Traditionally, besides the ten astrological planets (Sun, Moon, Mercury, Venus, Mars, Jupiter, Saturn, Uranus, Neptune and Pluto), two points in the chart are considered very important. The first is the Ascendant or beginning of the 1st house, related to the personality and appearance of the individual. The second is the Midheaven or apex of the 10th house, connected with the materialization of goals and initiatives, as well as professional success and social recognition. The Midheaven represents the aims or goals and the desire for concrete

action. Therefore, the astrological aspects that affect the Midheaven are important in choosing the right time to start a business, commercial or professional initiative.

First, this report is based on the birth date of the owner, founder, or major associate of the business in question. In case there is more than one relevant associate, it is advisable to consult the Business Forecast for the second associate as well.

Second, to obtain this report, the party should provide an approximate time for the business to be opened. The report then will give relevant dates for the most advantageous and least desirable time to proceed with it. In case there is more than one owner, it would be ideal to locate a date in both forecasts that may have positive aspects or, at least, that neither have disharmonious aspects.

But one might question the date one must consider. Does it constitute the date the corporation was formed, the day on which the license was obtained, the day the premises were rented, or the moment in which the toast was made? The answer is very simple. The date of astrological validity is the one on which the business started to serve the public. This is the real "birth" of the business, while everything else constitutes the period of "gestation" of that enterprise.

As a rule, it can be said that the best time for opening a business, in order of strongest to weakest influence, is the following (a higher intensity indicates greater influence): Existence of a TRINE (strong harmonious aspect) between a planet and the Midheaven; Existence of a CONJUNCTION (neutral aspect) between a beneficial planet and the Midheaven (only Jupiter conjunct MC can be considered here); Existence of a SEXTILE (mild harmonious aspect) between a planet and the Midheaven; Existence of a CONJUNCTION (neutral aspect) between a planet (except Jupiter) and the Midheaven.

On the other hand, the most problematic dates for founding a business, in order of strongest to weakest influence, are the following: Existence of a SQUARE (strong disharmonious aspect) between a planet and the Midheaven; Existence of an OPPOSITION (mild disharmonious aspect) between a planet and the Midheaven.

In any case, as this is not a report of determination but only orientation, the explanations of the "squares" and "oppositions" give advice and practical

solutions for the businesses that may have started during some of these dates. This is especially useful for those that already have opened their business and read this report to find out what astrological aspects were in effect at the time they started their business. In case of harmonious aspects (trines and sextiles) suggestions are also given on how to obtain the maximum benefits of that astrological influence.

Lastly, it can be said that the "peak dates" possess the purest influence. It is recommended to make use of the harmonious peak dates, if possible. Thus, the mixture of influences is avoided in case there is more than one aspect during given days.

Tropical/Placidus NATAL CHART

Calculated for time zone 0 hours

Natal positions:

Sun= 2VI18	Moo=20VI35	Mer=18VI33	Ven=20VI23	Mar=12LE42
Jup=13VI15	Sat=25AR16	Ura=27VI53	Nep=23SC52	Plu=21VI55
Asc=12VI55	MC= 9GE33			

PLANET-TO-PLANET SELECTIONS

Natal: Sun Moo Mer Ven Mar Jup Sat Ura Nep Plu Asc MC

Transiting: Sun Mer Ven Mar Jup Sat Ura Nep Plu

	ASPECT	ORB		ASPECT	ORB
Conj	(0 deg 00 min)	1 deg 00 min	Oppos	(180 deg 00 min)	1 deg 00 min
Sqr	(90 deg 00 min)	1 deg 00 min	Trine	(120 deg 00 min)	1 deg 00 min
Sxtil	(60 deg 00 min)	1 deg 00 min			

27 May 2020 7:00 (27 May 2020 to 28 May 2020)

Mar Sqr MC

MARS SQUARE MC

INTENSITY: 3

A business started during these dates is characterized above all by impulse, initiative and excessive risk. There is a notable capacity for obstacle careers, that is to say, to confront problems and difficulties immediately, without ever doubting your own ability. You have confidence in the possibilities of your business and, generally, never become discouraged or inhibited. Your goals or objectives are very clear and, although some blunders or mistakes are made, your effort and inner energy causes you to continue in spite of certain stumbling blocks.

This business needs to learn to keep its risks in check. because if it relies too

much on the ability to make spontaneous decisions, it is quite possible that an overburden or certain tension is produced in the dynamics of the business, as well as the persons that are part of it: owners, executives and underlings. It is necessary to avoid this, to stay within your limits or in a delicate balance. It would be advisable to reflect on your decisions so that the successive transactions are not done blindly. When a specific plan is itemized and calculated beforehand, the opportunities for success increase, not only concerning better results, but also with respect to squandering less energy.

If you don't follow this advice continuously, it is quite probable that in time certain difficulties are prolonged or enlarged. Because of this, you must always keep your cool and above all practice common sense. Even if at given times your activities will be frantic, it is essential to appraise the performance of your establishment so that carrying out your business can be moderated, balanced and firm. To the contrary, if you act too cloddish and foolish, it is very possible that your plans will not go as you thought. For example, the competition could be greater than you had anticipated, or the market toward which you wanted to direct your business will be much more difficult to penetrate than you had expected, or the time it took to obtain your objectives previously will be more delayed than you had anticipated. If you always go to the limit and some unforeseen element emerges that delays things, then the business can really turn bad, since in your performance plan you had not taken into account the factors called imponderable.

This business has the great advantage of having assurance and confidence in its possibilities, as well as the motivation and enthusiasm that exists in the original idea on the part of the owners and managers. The motivation and self-confidence must be shared. It is very important that a good labor rapport exists and everyone is allowed to participate in the decisions, since that is the only way that everyone understands their duty perfectly. Because of this, it is crucial that the owners or directors keep a cool head, because if you begin to lose your patience or act tense or sharply, it could cause resentment throughout your business. That is to say, those disharmonious energies will also affect your personnel. If one must face a difficult situation or if one must achieve an added effort, it is developing respect in an environment, including companionship. In that way, the people it has bearing on will be integrated parts of the whole, will feel important and notice that their efforts are being sufficiently valued. In this respect it is very important that the owners or the persons making decisions, at times of certain urgency or difficulty, outline things very well before submitting them to subordinates. It is necessary to be

realistic about things and, logically, to offer a motivation in the form of incentives, especially in case an extra effort has to be made.

For the business to be successful it is important to achieve and maintain prestige based on giving practical solutions, and rapid and efficient attention to the problems and needs of the clients. This requires a direct and exonerating relationship between the sales person and client. Furthermore, the training of all staff of the business should be up-to-date, having the latest information and being able to answer any question. The key is competitiveness. Although the company may not be the absolute leader in its region, it clearly needs to underline one, two or three concrete aspects that will serve as a frame of reference for the clientele. Thus, for example, you could project the rapid completion of the work, fast delivery of the product, efficiency in maintenance or technical service, or a good previous study about the needs of the clients, for then you are able to satisfy them completely. On the other hand, an exemplary relationship between sales person and client implies that the expectations of the buyer will be realistic and at no time exaggerated. It is necessary to provide sufficient information to the client beforehand, so that he knows as much as possible at the decision of purchase.

Finally, it is necessary to promote good relationships, companionship and respect in the relationships, not only between the sales person and the client, but also among everyone that works in the company. Because of this, it is recommended that social or cultural events are organized, or seminars, including leisure activities. In that way friendship, confidence and companionship is promoted and possible tense situations in work relationships are softened. Furthermore, these can be releases for them in the daily activities of the company.

30 May 2020 12:00 (29 May 2020 to 31 May 2020)

Sun Conj MC

SUN CONJUNCT MC

INTENSITY: 2

The Sun is the center of the solar system and its radiation expands toward the rest of the planets, bringing other planetary aspects into focus. It could be said that business may not be for everyone. If the owners of a business have sufficient skillfulness and know how to use opportunities, it is quite probable

that the activity generates results. In other words, it is very possible that your commercial or professional activity may bring other subsequent initiatives, something descending from your current business. This solar radiation is fundamentally creative. The vitality and force of your professional activity will depend mostly on the genuine contribution on the part of the leaders of your business. That is to say, you can't allow yourself to fall into routine, because this certainly would be a symptom of decline of the activity. It shows lack of conviction on the part of the owners as well as the personnel, instead of transmitting assurance and self-confidence, and not only a competitive spirit, but also continuous search for better quality in the line of your business, since this is not a large business, neither of things nor inexpensive services that you take little pains with. It is meant to reach excellence in dealing with your clients, the quality of the materials, products or services that are lent; and, as a rule, a wide sense of your vocation, that is to say, to do things because you like to do them, because you are convinced and not because of obligation or routine.

If you follow along those lines, public recognition certainly will follow; that is what results in reputation and prestige of the business. To achieve it, a dose of sincerity is necessary, sincerity among the associates, sincerity among personnel and sincerity with your own reality that surrounds you. Certainly, a business opened during these dates will have the virtue of seeing the face of reality, which will bring advantages to draw things to the maximum, since you will not ever be evading any difficulties. On the contrary, any experience that in principle could be considered as negative, such as a decrease in sales, will be immediately analyzed and experimented with and noted that something is not done correctly. Thus, an attitude of defeat will never exist.

Individual energy indeed motivates this business, where enthusiasm, conviction and the spirit of enterprise of your supervision and personnel will be essential keys for the achievement of success. If the activity of this business is taken with a spirit of sportsmanship in the widest sense of the word, then important qualities like the will, effort, humility and competitiveness will come to the surface.

Thanks to the activity of this business very good social relationships will emerge that can increase your perspectives and become a key to open doors that you would not be able to glimpse until later. For example, the contact with important persons, a conversation with persons who are very creative and provide valuable advice; the appearance of contracts, sales or relationships to people in government or the town hall, as well as progressively building a loyal

and select clientele. This doesn't mean to have an exclusive client circle, but to offer something that is good in order to attract what is good, and to refrain from fraud and trickery.

Respect is another element for the right operation of your business. In fact it will be one of the fundamental characteristics of it: mutual respect among the personnel, with the client, in directing or managing your staff. Dignity, exoneration and openness promotes high human relationships and causes the public to focus especially on your business, and the clients will be motivated to be loyal to you. The clientele will know that in your company they will find serious, professional and warm dealings, and at the same time some impartial and objective advice with the knowledge that everything agreed upon will be fulfilled. In other words, the fundamental golden rule is going to be that "your word is as good as your signature".

In sales, one of the greater resistances on the part of the consumer at the time of buying is distrust, and one of the greater factors that causes the client to break with your establishment is the feeling of being defrauded. To obtain a subtle balance, sincerity and formality is necessary; clearly explaining the advantages and disadvantages of each one of the products and services that are offered. Neither is it good to excessively increase the expectations of the client, nor to give a sense of inadequacy or lack of conviction about the qualities of the product other than what you want to sell. An open and realistic position protects you from possible claims or complaints from your clients.

If you are the owner or one of the owners of a business opened during these dates, you don't have to be afraid of exercising your authority, but should avoid a conceited attitude, being arrogant and bragging. Consider yourself worthy, but not arrogant, sure of yourself, but not boasting, and have trust in your circumstances, but don't be excessively pretentious in your position. If you become aware of your abilities as manager or director, you will see that the creativity and energy existing in your business will be remunerated. See the commercial activity, enterprise or business as an energy exchange with the environment and also as an excellent opportunity to perfect itself, to express your creative abilities, and to develop aspects of your personality that up until now were in the state of potential. With this philosophy you will observe that the control, success and expansion of a business are bound to the right and conscious managing of your own energies. In other words, a balanced position results in balance, polite authority obtains maximum results, and plans in accordance with reality generate successful and auspicious circumstances.

Express the best of yourself and you will prove that life at no time is going to fail you. In other words, any creative and industrious energy will always bring the same in return.

14 Jul 2020 14:00 (12 Jul 2020 to 16 Jul 2020)

Mar Sxtil MC

MARS SEXTILE MC

INTENSITY: 2

A business opened during these dates is labeled with great dynamism and capacity to struggle. Neither the owners, nor the agents, or the personnel are intimidated by unfavorable circumstances. Because of the existing assertiveness and ability to respond, difficulties are surpassed quickly and generally lead to success. These spontaneous decisions have nothing to do with lack of discipline or doing things haphazardly. To the contrary, this business is characterized by following a very clear and defined path with very specific objectives outlined beforehand. There is the ability to make decisions on the spur of the moment, but without losing sight of the reference or goal that is very clear in the forefront.

It is well known that competition is tough and that the price is dictated by the demand of the public or society. To penetrate the complex interest, trends and preferences of the public, it is essential to develop a personal stamp and a very defined line in the industrial or commercial activities or services that are being offered. This is called efficiency, going directly to the point, or simply giving practical solutions to the problems and needs of the clients. A business opened or started during these dates is going to have all of these qualities. Passiveness or a tendency to conform will never exist, and indecision has no meaning in this business.

The force of this business lies in its capacity to struggle, which never should be understood as aggressiveness, but more as competitiveness. Wanting to be a leader by your own merits and standing out from others is no sin. To the contrary, the one who takes the initiative is the one who gains. In that way the clients observe that the personnel and managers of the business are trying their best to satisfy their needs, always procuring that it will be in the most rapid and direct way possible. Many clients probably patronize this establishment because at others they find too many arrears, certain incompetence or lack of

definition. On the other hand, in your company they find quick solutions and immediate service. Everyone gains when the relationship with clients is direct, exonerating, energetic, professional and very clear with respect to commitments. In this connection, it is very important that the client always understands the terms of the negotiation, that is to say, what to expect of the product or service as well as the company, including the quality, price, guarantee on parts or maintenance requirements, etc. If from the beginning the seller clearly outlines the characteristics, conditions, advantages and disadvantages of the product to the clients, mutual confidence is earned.

Simultaneously, the client always appreciates knowing that the person who is going to provide a product or service is honest, trustworthy and enthusiastic about the excellence and quality of things he/she is trying to market. Obviously, if the client observes a degree of insecurity in the seller, it is very probable that he will turn around and is gone. However, if the seller of the product in question is transmitting confidence, security and enthusiasm, there is a much better chance that a spark will emerge that will motivate the buyer to decide on the acquisition of the goods or service. The clients also appreciate fast service on items requested that are momentarily out of stock. Though it may seem strange, many times the seller may unconsciously generate problems or obstacles for himself or his client. This, however, will absolutely not occur in this business, since the owners as well as managers and the personnel have a very clear idea of what they want and how to communicate, therefore there is no dubiousness or greater complications. Your philosophy is to make everything easy so that the buyer can easily make up his mind.

Finally, one must mention as key factor of this business its ease at the time of assuming risks. That is to say, the mechanism of the entire business as formed by the owners, managers and personnel will not resent it when it becomes necessary to accelerate the pace of activity, even when attempting to initiate an expansion that involves a certain risk. To the contrary, the new goals, and putting them ahead of other objectives, turn out to be a stimulus for the group of people that participate in the project. Therefore, motivation is fundamental here. In other words, everyone on the payroll should be advanced in direct relationship to their contributions, for their effort in favor of the business and their ability to resolve the daily problems.

SUN SEXTILE MC

INTENSITY: 1

The Sun is the symbol of the day and of light, and a business or commercial activity started on this day is especially able to be developed in relation to the public. That is to say, a business born during these days will have a special magnetism for people who observe it from its beginning, since they will detect the clarity and luminosity of the establishment, where everything is put up front. One of the strong points of this business is going to be maintaining its prices, always being direct and honest, and dealing with very exclusive clients. Clients will appreciate this sincerity and, because of this, will be especially faithful. If you continue this golden rule and at all cost avoid dishonesty, unclear points, deceptive sales, or concealing certain defects of the product from the clients, then you will obtain maximal results.

One also must take into account that the Sun represents the creation, the creativity, the sublimation of energies and to a certain degree art, which makes this a very auspicious time to begin an activity or investment in one where aesthetics, force, energy and vitality of the idea will be central elements.

If you think of opening a business during these dates, above all there will be personal assurance that your products truly are the best, that they are leaders in the market and present a higher quality than average. Therefore, besides the first characteristic - sincerity of sales - we come to the second essential key of this business: the quality and nobility of the environment. It is not necessary to adorn your business with overly expensive decorations. Take under consideration that for the client the environment of the local or the decorative elements are not as important as the quality of the purchase. To be successful with your business it is essential to be able "to support" those characteristics that the Sun in harmonious position represents. For example, choose those things that offer a greater guarantee and procure to market products of quality and recognized prestige. This is not so much a large business or one in which basically inexpensive things are prevailing. On the contrary, the most advantageous and right approach for an establishment opened during this time is to encourage distinction, confidence in the product and the best of the materials that are used.

As third fundamental element could be mentioned the dynamic force that is going to be in the life of your business. It consists of extroversion,

sociableness and an impeccable image. You as well as your personnel should emphasize the need to encourage the prestige of the business. To attain this, the dealings with clients have to be confident, noble, respectful and at the same time warm. In other words, the image, presence and dignity in dealing with the clients will be fundamental, since only this will be able to generate a competent environment and selling relationship. It will be conscientious and makes your personnel aware of the importance that involves the act of purchasing or selling, which product or service it will be, or the idea that is tried. See it as an energy exchange, as a subtle commitment to the person with whom you exchange your forces and to a certain degree your will. Always let the clients be fully aware of their decision and help in a professional way to establish the right approach, application and use of their purchases. An erudite manner, expansive, well informed and optimistic in dealing with people is what allows you to reach that so essential factor called reputation. Furthermore, never hire personnel that, by apparently being less expensive, in reality may not have a real vocation or individual sense of the work they do. If they transmit discouragement, lack of conviction, insecurity and apathy, it could certainly diminish the halo of self-confidence that was considered as fundamental.

Briefly, this is a good time to begin any commercial activity where the possibility of becoming a leader exists. Not necessarily a leader in sales, but in quality, service, personal dealings and giving attention to the clientele.

For example, it is a time suited to open a business that has contact with the public, such as the government, the town hall or the like. Also, the premises have to be as visible as they can be, and if this is not possible, social contacts will be very important, since they will open doors to the business.

1 Sep 2020 13:00 (31 Aug 2020 to 2 Sep 2020)

Sun Sqr MC

SUN SQUARE MC

INTENSITY: 2

A business or investment started during these dates has certain elements against it that have to be considered and analyzed. This does not mean that it will be impossible to surpass these difficulties, since we are speaking of an "intensity" of force that is not excessively detrimental.

To begin with, one must understand that the biggest flaw in the approach to the business is a superiority complex. Because of the high expectations of the owners or founders, the professional or commercial activity probably is born with some pretensions and great exaggeration. However, its position in society will be weak and this will cost this establishment or professional activity its renown, prestige or consideration with the public. As the saying goes: "all that glitters is not gold". This means that the business in question can have too great of a facade and appearance, but for the most part, mistakes are made.

The first mistake can be over confidence. In other words, those responsible for the business have based their plan of operation and investments on goals that are too optimistic. Since insufficient provisions were made and too many things were assumed, problems will start to develop later.

Second, in dealing with clients, you may be too arrogant and inconsiderate of them. This will cause them to shy away at the time of making a decision to purchase. The same applies when your company fails to explain possible errors or to recognize the rights of the customer, even when it is the mistake of a company you deal with.

The third area of conflict is over selling, telling your present or potential clients they are getting more than they are really getting. There is a tendency to exaggerate the advantages and at the same time minimize possible or potential disadvantages of things being sold, which hurts the selling relationship and the client may not be completely satisfied. As a result, some clients buy once, but will not feel like returning. That is to say, the client will be an unsatisfied buyer that will have a negative perception of the company. This will cause prejudice in the loyalty of the clientele toward the business and toward the products, services or brands that it promotes.

The fourth possible mistake, one that can become vital, is what could be called a miscalculation of the "social factor". That is to say, it could occur that your trade or professional enterprise is not in tune with your location or the fad of the moment. It could turn out to be a business of egocentric character; that is to say, the activity has been designed, an investment plan has been achieved, and things have been made to function for the pleasure and personal satisfaction of the owners. There may be a misconception that what you like, others will like. However, this is not so and shows a real lack of research in the preferences of the potential or current market toward which you want to direct your business. Or you may want to encompass the whole market, that is to say,

serve different types of people or classes of clients, which certainly is difficult. To secure the quality and appearance you seek, it would be preferable to establish a marketing approach where the policy of the business is directed to a specific sector of the population. But if you plan on covering all of the market, the personality or definition of your business probably will be so ambiguous, mixed or undefined with the marketing of your product or service that few persons will identify with it.

The perfect solution to this situation can be described with one word: creativity. Creativity can cause a business that did not bear the fruits expected to surpass the difficulties through new ideas, contributions and appropriate rectifications. Creativity, enthusiasm and originality of the proprietors or owners of the business can turn the situation from gray to more luminous. However, these decisions or rectifications should not be made too quickly, since the typical mistake of some businesses is trying one approach after another before realizing that the previous one has not worked out. This, as seen by the public, supposes an image of insecurity and of the fact that the company or its owners do not know what they want. Because of this, the decisions of change should be made very deliberate and with an adequate developing process. That is to say, seeing all the particulars of the case, submitting the ideas or the plans to test before executing them, and not to fall into new egocentric attitudes. To surpass the last mentioned, it is necessary to listen to the clients and to observe their comments as valuable and interesting keys, and to improve the perspective or the approach of the business accordingly. To know how to listen can be an essential key to rectifying and improving the situation.

2 Oct 2020 7:00 (2 Oct 2020 to 3 Oct 2020)

Sun Trine MC

SUN TRINE MC

INTENSITY: 2

The Sun is the symbol of the day and of light, and a business or commercial activity started on this day is especially able to be developed in relation to the public. That is to say, a business born during these days will have a special magnetism for people who observe it from its beginning, since they will detect the clarity and luminosity of the establishment, where everything is put up front. One of the strong points of this business is going to be maintaining its prices, always being direct and honest, and dealing with very exclusive clients. Clients

will appreciate this sincerity and, because of this, will be especially faithful. If you continue this golden rule and at all cost avoid dishonesty, unclear points, deceptive sales, or concealing certain defects of the product from the clients, then you will obtain maximal results.

One also must take into account that the Sun represents the creation, the creativity, the sublimation of energies and to a certain degree art, which makes this a very auspicious time to begin an activity or investment in one where aesthetics, force, energy and vitality of the idea will be central elements.

If you think of opening a business during these dates, above all there will be personal assurance that your products truly are the best, that they are leaders in the market and present a higher quality than average. Therefore, besides the first characteristic - sincerity of sales - we come to the second essential key of this business: the quality and nobility of the environment. It is not necessary to adorn your business with overly expensive decorations. Take under consideration that for the client the environment of the local or the decorative elements are not as important as the quality of the purchase. To be successful with your business it is essential to be able "to support" those characteristics that the Sun in harmonious position represents. For example, choose those things that offer a greater guarantee and procure to market products of quality and recognized prestige. This is not so much a large business or one in which basically inexpensive things are prevailing. On the contrary, the most advantageous and right approach for an establishment opened during this time is to encourage distinction, confidence in the product and the best of the materials that are used.

As third fundamental element could be mentioned the dynamic force that is going to be in the life of your business. It consists of extroversion, sociableness and an impeccable image. You as well as your personnel should emphasize the need to encourage the prestige of the business. To attain this, the dealings with clients have to be confident, noble, respectful and at the same time warm. In other words, the image, presence and dignity in dealing with the clients will be fundamental, since only this will be able to generate a competent environment and selling relationship. It will be conscientious and makes your personnel aware of the importance that involves the act of purchasing or selling, which product or service it will be, or the idea that is tried. See it as an energy exchange, as a subtle commitment to the person with whom you exchange your forces and to a certain degree your will. Always let the clients be fully aware of their decision and help in a professional way to

establish the right approach, application and use of their purchases. An erudite manner, expansive, well informed and optimistic in dealing with people is what allows you to reach that so essential factor called reputation. Furthermore, never hire personnel that, by apparently being less expensive, in reality may not have a real vocation or individual sense of the work they do. If they transmit discouragement, lack of conviction, insecurity and apathy, it could certainly diminish the halo of self-confidence that was considered as fundamental.

Briefly, this is a good time to begin any commercial activity where the possibility of becoming a leader exists. Not necessarily a leader in sales, but in quality, service, personal dealings and giving attention to the clientele.

For example, it is a time suited to open a business that has contact with the public, such as the government, the town hall or the like. Also, the premises have to be as visible as they can be, and if this is not possible, social contacts will be very important, since they will open doors to the business.

1 Dec 2020 7:00 (1 Dec 2020 to 2 Dec 2020)

Sun Oppos MC

SUN OPPOSITION MC

INTENSITY: 1

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Second, in dealing with clients, you may be too arrogant and inconsiderate of them. This will cause them to shy away at the time of making a decision to purchase. The same applies when your company fails to explain possible errors or to recognize the rights of the customer, even when it is the mistake of a company you deal with.

The third area of conflict is over selling, telling your present or potential clients they are getting more than they are really getting. There is a tendency to exaggerate the advantages and at the same time minimize possible or potential disadvantages of things being sold, which hurts the selling relationship and the client may not be completely satisfied. As a result, some clients buy once, but will not feel like returning. That is to say, the client will be an unsatisfied buyer that will have a negative perception of the company. This will cause prejudice in the loyalty of the clientele toward the business and toward the products, services or brands that it promotes.

The fourth possible mistake, one that can become vital, is what could be called a miscalculation of the "social factor". That is to say, it could occur that your trade or professional enterprise is not in tune with your location or the fad of the moment. It could turn out to be a business of egocentric character; that is to say, the activity has been designed, an investment plan has been achieved, and things have been made to function for the pleasure and personal satisfaction of the owners. There may be a misconception that what you like, others will like. However, this is not so and shows a real lack of research in the preferences of the potential or current market toward which you want to direct your business. Or you may want to encompass the whole market, that is to say, serve different types of people or classes of clients, which certainly is difficult. To secure the quality and appearance you seek, it would be preferable to establish a marketing approach where the policy of the business is directed to a specific sector of the population. But if you plan on covering all of the market, the personality or definition of your business probably will be so ambiguous, mixed or undefined with the marketing of your product or service that few persons will identify with it.

The perfect solution to this situation can be described with one word: creativity. Creativity can cause a business that did not bear the fruits expected to surpass the difficulties through new ideas, contributions and appropriate rectifications.

Creativity, enthusiasm and originality of the proprietors or owners of the business can turn the situation from gray to more luminous. However, these decisions or rectifications should not be made too quickly, since the typical mistake of some businesses is trying one approach after another before realizing that the previous one has not worked out. This, as seen by the public, supposes an image of insecurity and of the fact that the company or its owners do not know what they want. Because of this, the decisions of change should be made very deliberate and with an adequate developing process. That is to say, seeing all the particulars of the case, submitting the ideas or the plans to test before executing them, and not to fall into new egocentric attitudes. To surpass the last mentioned, it is necessary to listen to the clients and to observe their comments as valuable and interesting keys, and to improve the perspective or the approach of the business accordingly. To know how to listen can be an essential key to rectifying and improving the situation.

29 Jan 2021 6:00 (28 Jan 2021 to 30 Jan 2021)

Sun Trine MC

This astrological influence (Sun Trine MC) also occurred on 2 Oct 2020 (peak date). Please refer to this date.

29 Jan 2021 (25 Jan 2021 to 3 Feb 2021)

Jup Trine MC

JUPITER TRINE MC

INTENSITY: 6

A business started during these dates has great opportunities, that is to say, it is a good time to begin practically any kind of economic, professional or business activity. It is, in fact, a very good opportunity to connect with the so called "influence of abundance". Under this influence it is easy to reap the fruits of work without any obstacles. This aspect guarantees that, if one is willing to work, the objectives can be reached and, if the necessary effort is put forth, the results will be significant. Briefly, it is a time when one has the wind in one's favor to plant a seed in the right place.

One of the great virtues of this business or initiative will be the good rapport obtained with the public, which will bring this establishment a faithful, enthusiastic and steady clientele. That connection with the public is based

mainly on the quality of the products or services provided, and also is sustained through good public relations. Any effort to train the directors or personnel to improve their personal image, to improve courteous dealing with clients, and to perfect the corporate image of the business will bring great dividends. That is to say, the strong point of this establishment is based precisely on good public relations, through which the owners or executives of the business will be able to expand their horizons and be open to new development opportunities. The warm and respectful dealing with the suppliers, the clientele and the public as a rule brings great results, which will be seen some time after the opening of the business.

Another relevant characteristic of this business or professional initiative is the wide vision used in outlining things, which also is called "thinking big". Obviously, to think big does not mean to go beyond your means, but to be organized and gradually reaching some preset goals.

The hierarchical organization within this business generally will be quite harmonious. That is to say, there is the right interrelationship between the owners, between owners and managers, and between managers and the personnel. These harmonious relationships motivate the people that work for this establishment and bring the desire to work. An expansive philosophy saturates all activity of this business and certainly is well understood by all the staff that work in this trade or professional capacity. It is clear to everyone that to receive it is necessary to give, something one must show potential or steady clients in an agreeable, obliging, warm and human tone. That is what causes the product or service that it is being provided to acquire prestige and renown.

The external image of the business, aside from the excellence in dealings and human quality, is sustained by an image of abundance. This image of abundance is a basic principle of marketing. A business offering quality, abundance of articles, and different options adapted to each need, is very attractive to the public. In fact, an establishment that has variety, quantity and quality, that is to say, where "there is sufficient quantity and good quality", as a rule has a special magnetism for the public. Abundance attracts abundance while narrowness attracts narrowness.

Thus, the virtue of this business is mainly based on what its owners or founders consider positive and, because of this, are able to attract what we have called the influence or energies of abundance. Furthermore, to respect humanity, the business and money can help enormously to attract equally

evolutionary material conditions. When there is zeal for growth, quality and giving good service to the client, and money is being handled with a harmonious and wide perspective, greater harmony and attraction is generated at the same time. One of the principal flaws of those who tend to incur many companies or persons with commercial or professional activities is their narrow outlook, that is to say, continually removing quality of the product or service to earn a few dollars more. However, this business is characterized by giving everything its just value, preferring to charge a little more than average, but giving more superior quality than average. That is, without a doubt, one of the fundamental keys for the success of this business.

Trips, assistance in meetings, expositions, fairs or samples, and correspondence with potential clients of other regions or countries are fundamental factors that cause this activity to expand gradually. There is also a balanced vision on the part of the owners or managers, since they not only consider the material resources, but also the human resources as those that count. To invest money is as important as caring, perfecting and giving attention to the human capital of this company or professional establishment. Because of this, at the time of investing not only the purchase of new machinery or the expansion of square yards of the premises is important, but also regular and better training of the personal through appropriate courses, seminars or different workshops.

This business, furthermore, is able to maintain good relationships with banks, since it enjoys a good credit rating, and the owners know very well that becoming indebted beyond a certain limit certainly is a vice.

27 Feb 2021 23:00 (27 Feb 2021 to 28 Feb 2021) Sun Sqr MC

This astrological influence (Sun Sqr MC) also occurred on 1 Sep 2020 (peak date). Please refer to this date.

11 Mar 2021 (1 Mar 2021 to 22 Mar 2021) Sat Trine MC

SATURN TRINE MC

INTENSITY: 7

A business started during these dates is characterized fundamentally by excellent medium range to long term planning. That is to say, details are never left at random, but specific goals, the steps to follow and the intermediate objectives to be reached are set in advance. If possible, an attempt is made not to omit anything from the initial plan and few things remain in the air or are left to spontaneous decisions. However, in case something unforeseen emerges, the attitude generally is going to be diplomatic, cautiously waiting and stopping the pace in case it will be necessary, at least momentarily.

The foregoing means that one of the essential elements is going to be prudence. The degree of assuming risks is very carefully considered and a fair amount of time is devoted to it. Controlling risks is considered fundamental, thus being able to guide the fate of the business. The owners and managers of this establishment consider not appraising risks as a lack of conscience and responsibility. They know that they have something important in their hands and that the better way to respond correctly to commitments is measuring and allotting each venture or investment that is made.

Everything mentioned generates a slow pace of the business. That is to say, the subsequent phase is not proceeded before the previous one was completed, its success verified and the experience that it provided is sufficiently assimilated. Reflecting on mistakes is also considered fundamental, which could be seen as a tendency to pessimism, but in reality is only pragmatism and practicality. The policy of this business is to learn from mistakes and to attempt not to repeat them.

The basic impression of the business is serious, respectful and dedicated to work, which certainly inspires confidence in the clients and the public that surrounds it or is related to this business or professional activity. The first impression an individual has upon arriving at this environment is a sense of efficiency and concentration. Thus, the potential client will definitely value the qualities of this establishment that offers exceptional dealing and effective service. The company must demonstrate that it not only needs to sell, but wants to do it, that is to say that it enjoys giving the best service to its clients. Thus, the potential client observes that he doesn't have to wait, that his time is valued, and that things have been well organized and planned beforehand.

Briefly, treading firmly is the key for the owners as well as the managers and personnel. What can be said and what should be repressed is well controlled. Over confidence between the personnel as well as the sales person and the

clients is avoided at all cost.

The motto of this business is "who works is in demand". Effort is very much valued by the owners or managers, and the one making that effort within the company will get the promotion. Furthermore, the owners or managers are convinced that practically any objective can be reached by working persistently.

In meetings the matter of fact happenings, above all, are brought up and fundamentally real events are imparted, the obtained achievements, the difficulties that have been presented and the solutions that have been or will be applied. Superficial chit chat, rambling on, or personal problems of anyone in the company are avoided at all cost. Everyone comes here to work and other problems should be left elsewhere. Time is considered gold in the area of this company or activity, which makes it quite probable that the growth will be solid and stable. As a rule, the time factor is quite flexible and difficult to channel, but this business generally yields quite well.

On the other hand, there is a good control of expenses and investments of superficial character are avoided at all cost. It is tried to obtain the maximum yield of all utensils, appliances, machinery, square feet of the premises, etc. There is a tendency not to go into debt or borrow, as it is preferred to obtain the maximum profit from the own resources, either human capital, money or tools, before depending on the pace the bank would set in case the business were indebted. Thus, safety is especially valued, since you do not want to depend on other people. The owners or proprietors of the business want above all to maintain control over the circumstances, and in reality, without external factors meddling in their business. They believe in the theory that it is not only through loans that the pace of growth of a professional or commercial activity can be accelerated, but precisely the opposite. They believe that controlling your own course of the business by earning little by little, step by step, brings increased support and a firm position.

It is also advisable to see to it that relationships within the company are encouraged, for example among associates, among the owners and managers, among the staff, with better clients and suppliers. Certainly, projecting a serious image to the public doesn't mean that the relationships have to be dry or excessively mechanized. Thus, it is important to avoid excessive routines and to provide motivation and incentives, including changes in activity for the personnel every so often, so that they do not become bored. In this respect, it would also be very beneficial to organize social activities now

and then or to promote the best mutual understanding between the people that work in this company.

Furthermore, in dealing with clients, it would be recommended to keep records of their preferences, commentaries, complaints, suggestions and specific needs, if possible. By personalizing the products or services a course will be followed that channels this company or professional activity. Clients always are more trusting, sure and prejudiced to purchase if they observe that their peculiarities and their particular way of seeing things is being considered. A serious and respectful dealing between the company and its clients can be sincere, clear and warm to a certain degree at the same time, providing that neither the composure or the corresponding agreements are not lost.

20 Mar 2021 10:00 (18 Mar 2021 to 22 Mar 2021)

Mar Conj MC

MARS CONJUNCT MC

INTENSITY: 3

A business started during these dates is characterized, among others, by the practice of going directly to the point. This means that the fundamental basis of this establishment is to wait on the customer as rapidly, efficiently and directly as possible to avoid endless waiting and doubts at the time of choosing. The good reputation this business can acquire among the public is based on giving quick responses and satisfaction to the needs and problems of the clients, which implies an exemplary, direct, exonerating and spontaneous relationship between the sales person and the client.

The foregoing is accompanied by a high sense of competitiveness of the owners, managers and personnel of this company or establishment. They want to be among the first of the region and when this it is not possible, want to rise above others in concrete aspects: quality relationships, attractive prices, fast delivery of requests or quick completion of the work, safety and guaranteed sales, etc. When the owners or managers of the business determine that it is not possible to be the first in absolute terms, they will try to reach it in given areas, which could make them very appreciative on the part of the public and the clientele. That is to say, "being better in giving attention to the clients" or "being better by fast deliveries" or in maintenance, assortment, etc.

If the business is competitive at the time of offering a specific presentation or service to the clients, clients will recognize it and notice that their need can be completely satisfied by your company. The assurance and self-confidence in the work being done is essential on the part of owners, managers and personnel, since this will be transmitted to the client and will motivate or enthrall them at the time of making a purchase. However, if the owners and directors are excessively demanding toward their colleagues, it can generate a certain atmosphere of tension in the working environment. In other words, the pressure of those who give the orders to those who have to fulfill them can become high at given times. You also should take care not to force your assistants, since this could in time generate annoying situations among the staff, subordinates or the managers. It is crucial that above all a climate of mutual confidence and respect is maintained, and that that environment will not only be apparent or aimed toward the future, but also must come from within.

Flexibility is another essential element for the smooth running of your business. The owners or directors require flexibility upon conveying their objectives to the personnel. If they are rigid or want to inculcate too much discipline, tension could be generated. Because of this, communication is important. It would be wise to disclose the objectives or goals everyone has to fulfill and post them beforehand to make it possible for the staff to express their points of view so that their suggestions may be taken into account. This brings a flexible climate of authority and any proposals coming up will be well interpreted, understood and taken as their own on the part of those that have the mission to fulfill them.

What is essential in this business is, in fact, the enthusiasm and motivation on the part of the owners and managers as well the personnel and, of course, with respect to the clients. To generate enthusiasm and motivation in the client is what induces them to buy. But you have to be careful not to generate too much expectation, for the client will be very disillusioned when he discovers that the benefits were not as great as he was led to believe.

Another essential characteristic of this business is your ability to take risks, which certainly is a virtue, provided it will be to the right extent. When making decisions, it is advisable for the owners to stop or delay a bit, since after beginning to work and being in the middle of the action it is more difficult to make rectifications. Because of this, it is recommendable to check out each step and to have a well detailed and calculated plan of action, such as you would find in military strategy. However, in this business there is a tendency to rely too much on quick decisions and spontaneous rectification. This has its

advantages, provided that the lines of skill are decisive and have been previously considered, because otherwise you could make the mistake of making corrections on the spur of the moment and give a sense of inconsistency or insecurity to others. Therefore you should take time with your decisions and make sure that every important action will be sufficiently matured, otherwise unforeseen and relevant drawbacks could emerge. For example, the competition could be greater than expected, or the market could be more difficult to penetrate than you assumed beforehand.

A desirable middle ground would be taking risks, but those possible risks should be studied and calculated beforehand, and besides that you have to take into account the imponderable factors. These are a series of circumstances that generally emerge unexpectedly and to which one must devote significant effort, but it is almost impossible to anticipate them beforehand. If too many risks are taken, these imponderable factors can appear and cause to reconstruct the mechanism of your business.

30 Mar 2021 1:00 (29 Mar 2021 to 31 Mar 2021)

Sun Sxtil MC

This astrological influence (Sun Sxtil MC) also occurred on 1 Aug 2020 (peak date). Please refer to this date.