

## Episode #8: Why Successful Business Owners Use Astrology

Full Episode Transcript

# Strategic Magic

with Blu Cameron



*Hosted by Blu Cameron*

***Strategic Magic* with Blu Cameron**

## Episode #8: Why Successful Business Owners Use Astrology

Hello, hello, welcome back or if this is your first time listening welcome to the *Strategic Magic* podcast. I'm your host Blu, and I'm here to guide you through the process of using astrology to transform build grow and scale your business.

I'm so excited for today's episode because I'm going to be sharing with you why successful business owners use astrology and why you should start to utilize your birth chart in your business strategy as well.

So first let's get you know acquainted with the idea of business astrology in general, what is business astrology?

So you may be familiar with astrology in general, which is the long-standing study and tradition of using the stars and the planetary placements and the exact positions of them at the time of your birth, snapshotting them into what is known as your birth chart or your natal chart. And using that to uncover different parts of yourself.

There's so many different branches of astrology and different ways to interpret this but they all have in common the fact that they use this little snapshot of the sky at the exact moment of your birth. And by studying them recognizing different patterns that show up in your personality and in your life.

So for me, I primarily focus on tropical astrology. I also follow traditional astrology meaning that for individual charts in my work with clients. I don't typically follow modern astrology rules business astrology rules business astrology in that sense doesn't look to the birth chart necessarily for insight on your personality per se. But rather, utilizes the birth chart as a business asset and utilizes it for the growth of business and your career.

There's a lot of different terms for this: sometimes people refer to themselves as vocational astrologers or career astrologers. I just like using business astrology because I feel like it's the clearest representation of exactly what it is. I do like when I say I'm a business astrologer...Most people, even if they don't know what astrologers do, they have a good understanding of what that is without needing to follow that up with a different definition.

So that is business astrology.

And it is so, so powerful because like I said, there is a long history of utilizing astrology and what a lot of business owners don't know is that business astrologers have been around for a very long time?

But this is the first time in history that it is accessible and as accessible and available to the public as it is.

So you may have heard this famous quote from JP Morgan who said "*Millionaires don't use astrology - billionaires do.*"

## Episode #8: Why Successful Business Owners Use Astrology

it's always stuck with me because regardless of whether you know you aspire to be a millionaire or billionaire that isn't necessarily the point.

But the point is that we're recognizing how important astrology is and that it's not just, you know, it can be this fun hobby of like yeah - I'm looking at my horoscope and like it's a fun little icebreaker that I do when I meet people - I want to know what your sun sign is.

But it can be a powerful tool that you can utilize to make your success inevitable and easier to predict and to cultivate and to create on your own terms.

And that's the part of being a business astrologer that I really really love.

So again like throughout history, this is nothing new. Business astrologers have existed for a very long time and many many important figures have used them.

But now as a business owner, the everyday business owner has access to hire and put a business astrologer on their on their roster and on retainer to make this process a whole lot easier. That is so exciting and I just - it really blows my mind that I get to do this work and to support business owners in growing their businesses and creating success on their own terms.

So for you, I want you to be successful. However, you define that and including that I want you to use and utilize business astrology because it is one of the most powerful resources that you already have access to right now.

So let's talk about exactly what business astrology can do for your business because there's so many things and what I find most fascinating is that regardless of the specific goals that you may have.

For business astrology. Ultimately it is here to help give you direction and that's actually my very first point: it can help to give direction to your career.

So especially to my business owners that are listening to this that I may be just starting out or maybe you're pivoting and rebranding, and you're not sure necessarily where you want to take this new journey?

You just have this inkling this calling to do something different than what you've done before.

Or this is your very first time like creating your own business, right?

And you just have these passions, but you're again not sure of where to take them or how to what path to go down.

## Episode #8: Why Successful Business Owners Use Astrology

Let's say business astrology gives you that direction because it can be a road map. You can look at your birth chart as a literal actual map to where you are best and uniquely designed to impact people.

So even by just focusing on learning a few key placements, this can help give you a narrowed-down list of the best niches that you may be most impactful to...

Which is actually my second point: business astrology can also help you to narrow down your niche. So it can take this long list that you may already have of all the things that you are really good at.

But by utilizing your birth chart, you can narrow that down to: *"Okay, what am I best at and how can I focus uniquely on that in order to have the biggest impact with the people that I want to help?"*

Business astrology can also help you to establish your brand voice to help you get more visible.

So as we know right now the online business space is very saturated: there are a lot of people making noise creating content. They're posting on social media. They're promoting their offers. There's a lot of noise happening.

That's a lot of noise to wade through so in order to break through that and to become not just the go-to choice, but like the only option for your ideal client - that requires you to know very firmly who you are and to know how to utilize your strengths in order to stand out and to make what it is that you say the content that you create your offers stand out above the crowd, right?

So business astrology can do that. It can help you to know exactly how you're best designed to impact people and also what is your unique path to visibility?

It may not be posting on social media. Maybe it's writing maybe it's through content creation with video or visual maybe it's through audio. I don't know.

But whatever path that is, business astrology can give you direction and details, specifically on the best way that you are designed to share your message with the world so that you can reach your ideal clients a lot faster and a lot easier than you may be right now.

Business astrology can also help you to simplify and streamline your processes. This is one of my favorite things ever.

As you may know, I am all about simplifying processes and strategizing how to just work smarter and to do less better. So by utilizing your birth chart in your business strategy, you can actually create an easier path for success by streamlining a lot of the processes again.

## Episode #8: Why Successful Business Owners Use Astrology

This goes back to doing more of like what it is you are actually good at knowing how to leverage your strengths to support you in order to get additional support in filling in those gaps, right? So maybe you're not so great at the technical side of your business.

By tapping into what you are best at creating offers and visibility and all of that around there, you can create that cash flow that's needed in order to hire support. Or even if not, how can you simplify the visibility process right now?

How can you simplify your offer development process right now through using business astrology this process fills in those gaps and of course, you can also plan your launches and major movements that you want to do in your business.

So this is something that I actually do in my [Private Astrologer](#) program where I work with you one-on-one to create your entire business plan utilizing your birth chart. And included in this program are transit reports.

We actually look at what all the planets and the stars are doing where they're located and how they're uniquely impacting your personal chart so that way you can plan what are actually the best times of year to launch an offer? To talk about your offer? To create something new or to make any other like big decisions in your business, like deciding to pivot or to join a program to make a larger investment all of these different things.

You don't have to throw spaghetti at the wall and kind of just go by like oh, what am I feeling today?

Like no. You can actually utilize astrology to find these best placements for you and by learning how to leverage them learning how to leverage your birth chart.

This makes business so much easier.

Like how easy would business feel if you had a little list of here are all the dates during the year that you can launch, and you don't have to worry about anything else?

That's the power of using business astrology in your business strategy the process of bringing your birth chart into your business strategy.

That requires a bigger longer-term commitment and that's why I offer [Private Astrologer](#). I know how important it is to work long-term with people and to bring in the most valuable asset that we all have: time.

Working with a business astrologer not only helps you to utilize those things, but it also helps you to leverage time in order to make your success more inevitable.

## **Episode #8: Why Successful Business Owners Use Astrology**

All right, so that is everything that I have in today's episode be sure to check out the show notes for all the links and more details on how we can work together inside of [Private Astrologer](#).

All right. I'll see you in the next episode. Bye!