

Episode #9: Growing Your Business with Astrology Business Design

Full Episode Transcript

Strategic Magic

with Blu Cameron



Hosted by Blu Cameron

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Hello, hello! Welcome or welcome back to the *Strategic Magic* podcast. I'm your host, Blu, and I'm here to help you bring astrology into your business strategy to help grow and scale your business.

So today we are talking all about an important part of my work as a business astrologer, which is astrology business design and how you can use it in creating your own business success. So let's just get into it.

Okay, so why, first of all, would you even want to design your business using astrology?

This is one of my favorite questions ever and something that I get quite often. And what I found is that designing your business using astrology is both intuitive and necessary.

So as you may know, astrology is the study of using the planets and stars and the placements at the time of your birth as a business asset.

And when we're able to do this, business becomes very natural. It becomes very second nature because it feels like we are bringing in what feels good and best and easy for us uniquely to do and creating business around that versus trying to fit into the mold of what traditional business advice may be telling us to do or even what algorithms and trends want us to do.

And I found this out firsthand because when I burnt out of my previous business, I didn't have the resources to invest in a new course or mentorship. And I was at a point in my life where I felt just very low and very alone, right? I didn't necessarily have a lot of places to turn to.

What I *did* have was my birth chart.

So this actually led me into business astrology in general because I took my birth chart and I literally just started studying it.

And as I studied it, I noticed patterns, patterns of how I can leverage my own unique brilliance into creating a business that could work for me that I didn't have to burn out from.

And that really became the guiding force and the motivation to my work as a business astrologer.

I want other business owners to experience that as well and to know that it doesn't have to be so hard. And that if we can just learn how to integrate our birth charts into our business strategy, business becomes a lot more fun and a lot easier to manage and also way more successful in the process.

So that's why I'm so passionate about bringing astrology into your business strategy. But also starting with designing your business around astrology in the first place. Because when you

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create a foundation based off of your unique brilliance, everything else becomes so much easier.

So this is a process that I use with both my reading clients and particularly with my one-on-one clients inside of my [Private Astrologer](#) program, and that is astrology business design. I want to talk a little bit about why you should consider astrology business design in the first place when creating your business.

So first, it's this concept that I created around centering your astrology chart as a tool rather than a fun-to-have thing.

So many of us at one time or another, we've looked up our birth charts as a fun little thing. And even though I hate these apps, how common is it to have someone else or maybe you pull up an app like CoStar on your phone and just like, oh, let's compare charts.

And what I'm saying here is that your astrology chart is more than just a hobby.

It's more than just like this fun party trick that you pull out when you meet people - it is a tool.

And when you approach it with the intention of using it as a tool, there is a shift in the energy and intentionality behind it.

Now it's an asset. It's not just a nice to have. It's I need this. This has a core function and an intentional place in my business strategy. With that comes so much urgency and direction, not just in the asset of your birth chart itself, but just in how you're using it.

So in having that urgency and direction, there is a specific intention of using astrology for business as a means of taking action. You're not just here to learn what it means to have a particular sign in your sun placement, or your moon, or your ascendant - that's the hobbyist mindset.

But as a business owner, you're here to use your business chart as an asset.

And that requires you to think about what is the information that you need to learn in order to take action, to get the end result. So it's not just learning the information for the sake of learning it, but it has a specific purpose.

So approaching your business chart as a tool requires a shift in thinking of this is information I want to learn how to utilize to actually use my business.

So how can I do that? This also requires shifting the approach of your birth chart to look at the prominent energies as a blueprint to success.

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So your birth chart is full of patterns. It's one of my favorite things about being an astrologer. It's like I get to research and study and literally be nosy with other people's charts and my own chart.

And in doing that, I notice so often that your birth chart is full of patterns.

So when you're able to take those prominent energies and notice those patterns, they tell you a story of how you are designed to lead and how you're best designed to impact others.

It's literally telling you a blueprint of the type of energy that you have access to and how you are best designed to guide yourself, to guide others, and to be supported in what actions to take next.

So, so much of what I see business owners, myself included, struggle with: *"What is my purpose? What am I here? What am I meant to do? What is the best career for me? Like, how can I fulfill that destiny and that purpose?"*

And so many times when we ask those questions, we are unwillingly giving away our power. But approaching astrology for business gives us that power back, puts us back in the driver's seat. And the birth chart now just becomes a guide on the possibilities of what we could do next.

It becomes a roadmap. It's a GPS, but it's not driving the car anymore. We are.

So with that, right, you're probably wondering, like, what exactly is astrology business design so that I can start using in my business?

I want you to start using this right now. So for me, as a business astrologer who developed the system, I base it on what are the three primary places that I look at.

And generally speaking, I take the approach of not looking first at the planets. I usually look at specific placements.

So the very first place I look at is Midheaven. I love the Midheaven placement so much. It's the first reading option that I had is a [Midheaven Reading](#).

And this is where we literally look at where the Midheaven is in your chart. And that alone can tell you so much information about the direction of your business and what you are best designed here to do.

And I love starting off with that because the Midheaven is not your career. I am definitely going to dig into this in a future episode, but your Midheaven is not your career itself - it's your legacy energy. And starting there creates a really beautiful place to build the rest of your business foundation on.

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By looking at the Midheaven placement, we're able to determine how do other people feel when they are around you and how can you begin to work with this energy to create the foundation of your business, whether you already have one or not right now.

The next placement that I look at are Planetary Rulers.

So this goes hand in hand with Midheaven as well, but looking at the Planetary Ruler of your Ascendant and your Midheaven, where are they in the chart?

What's happening with them? How are they interacting with each other? How are they interacting with other placements in your chart?

All of that gives really important information as far as how you are best designed to impact others and also the specific ways that you're here to lead as a business owner.

And finally, I look at the Wealth Houses, which are the 2H, the 6H, and the 10H.

So some people have the Midheaven in their 10H, and other people do not. I look at the 10H regardless because that house in that area of the chart dictates our public roles, right, which is often tied to career.

But I consider the Midheaven and the 10H to be separate. Either way, the wealth houses are incredible for planning and actually executing on a lot of this potential in the chart.

So what I find is that looking at the Midheaven, the Planetary Rulers, looking at specific planets in the chart, those give a lot of information as far as the potential for how you can create your career and design your business using astrology.

But the wealth houses themselves, what's going on in them, how are they interacting with each other, how are they interacting with other houses in your chart, that gives more information as far as how you can actually execute on these ideas.

So for example, let's say that you have a Planetary Ruler in the 2H or the 6H. This can indicate a really interesting relationship between how you are best designed not just to work and to structure your work, but like the flavor of leadership that you have.

If you, for example, have your Midheaven in the 10H, this can indicate as well that your career is definitely part of your legacy. It's how you are designed to show up and be in that leadership role.

But again, these are all like potentials in your chart and this isn't like you don't have free will, you totally do.

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But by utilizing astrology business design, you're able to take a more intuitive approach to designing your business and it just becomes so much easier when those questions of like, "*what am I here to do?*" are already answered for you.

It's already right there. Now you just have to use that brain power to determine: (1) is this what you actually want to do? Is this a path you want to take? And then (2), if it is, how can we utilize this information and actually execute on it and to do the thing?

As a business astrologer, these three primary placements give me the best support as far as helping you to structure the foundation of your business so that it can be best supported by your birth chart.

And then when we work together, right, we not only dig into all three of these placements, but we also look at the planets, the aspects, all the like details of your chart to support that.

So yeah, this all becomes like really fun and personable. And like you're able to customize it so much more than traditional business advice, which I love because we're not here to be boxed in. We're not here to like, I'll follow the same like 1,2,3 kind of like stale formula for success.

And this being astrology business design, it allows for so much personalization, so much like uniqueness in the process and also so much spaciousness in creating your own path to success.

So if you're interested in utilizing astrology business design to create a business strategy that works with you, I really want to encourage you to work with me inside of [Private Astrologer](#).

This is my one-on-one program where we work together to bring your birth chart into your entire business strategy. So all the information on that as well as everything that we talked about in today's episode can be found in the show notes so make sure you check that out.

Alright, that's everything I have for you. I'll see you in the next episode. Bye!