

Episode #11: Non-Basic Branding with Your Midheaven

Full Episode Transcript

Strategic Magic

with Blu Cameron



Hosted by Blu Cameron

***Strategic Magic* with Blu Cameron**

Episode #11: Non-Basic Branding with Your Midheaven

Hello, hello, welcome or welcome back to the *Strategic Magic* podcast.

I'm your host Blu, and I am a business astrologer and strategist helping you to bring astrology into your business strategy so that you can plan, grow, and scale your business.

I am so excited for this episode as I always am every week to bring you these episodes because we are talking about one of my absolute favorite placements: the Midheaven.

So if you caught [the last episode](#) which I highly recommend that you do we talked about where you can find business success in your birth chart and I talked a little bit (just the very *tip* of the iceberg) about the Midheaven placement and the role that it plays in finding business success.

But in this episode, I wanted to dedicate a lot more time to talking about the Midheaven and specifically how you can use this placement to do some non-basic branding.

So let's get into it:

Again, the Midheaven is one of my absolute favorite placements in the needle chart and as a business owner, it has so much potential for you because again, the Midheaven is your legacy energy.

You can find the Midheaven placement by looking at your overall birth chart and looking for the placement that has "MC" next to it.

The Midheaven can actually be anywhere from the 7th house to the 12th house, but it's most commonly found in the 9th, 10th, or 11th house. For most people, it's going to be in the 10th house, but the 10th house and the Midheaven are like two different things.

But again, I talked about this [in the last episode](#), so make sure you check that out.

As a business owner, it's really important to tap into the energy of your Midheaven because your Midheaven is your legacy energy.

Unlike other placements in your chart, this is connected to how the public perceives you and how other people are receiving your energy.

So this may not necessarily be something that you personally connect with unless you have personal placements here, like your Sun, your moon, or other personal planets. But overall, the Midheaven is still important because it is still a part of you. It's still a placement within your chart.

It's just one that you may not be as familiar with or may not be as used to tapping into and so part of the work that we do together as your personal business astrologer is I help you to use the energy of your Midheaven placement in order to build your business brand and most notably, your personal brand as a business owner.

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How you want to be known to the public and the energy that you bring into everything that you do whether it's the content you create or the offers that you put out there for your ideal clients to purchase and work with you in a deeper way.

One of my favorite ways to use the Midheaven is to think about it as your particular form of leadership and so it just works really wonderfully when we think about it from a branding perspective.

So I want to talk a bit more about how to do some non-basic branding with the Midheaven and what I mean by that.

So we're gonna use the example of having a Libra Midheaven:

So to determine what the branding would look like we have to think about what the power placement for Libra is.

Libra and Taurus are both ruled by Venus, so we would look to where Venus is in your chart to give you a bit more information on how to best express and use this Midheaven energy.

So a basic way to brand with your Midheaven would be to use Venusian colors in your branding. So this would be looking at pinks and whites and greens and just adding that to your branding colors.

And that's it basic branding would simply be taking the information of having a Libra Midheaven and just like running with that - not even considering whether or not this is actually congruent with like who you are and how you're already expressing yourself in your business.

So to bring in non-basic branding for a Libra Midheaven, we have to consider your unique form of leadership.

But it's truly brand with your Midheaven in a non-basic way and to actually stand out as a leader in your niche, you have to use the Midheaven energy into your unique form of leadership.

So this doesn't mean just running with the fact that "*Okay, this is what Google says about me being a Libra Midheaven*". It's about actually thinking critically and strategically about how to bring that energy into what it is that you're already doing within your business.

So, let's say you're a coach, right? You can use your Libra Midheaven energy to become really well known and stand out by facilitating group calls that feel just as intimate as one-on-one so your clients gush and rave and look forward to every weekly coaching call with you - even with being in a Zoom room with like a hundred other people.

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Because they know that when they are in that space, they feel totally and completely supported by the group and by you. And when they have the ability to get hot seat coaching, it feels just as intimate and just as spectacular and just as helpful as having a one-on-one call.

In fact, in those client testimonials that you have in the post that people have after the call and after working with you inside the program. That's something that's often cited. They are gushing so much about how your program gives even *more* value than one-on-one coaching.

You see the difference there?

That's the power of Midheaven branding it allows you to lead from your unique brilliance and not just from a template.

That is just the absolute tip of the iceberg of business astrology and learning how to work with your Midheaven energy.

So if this is something that you're interested in I want to invite you to work with me inside of [Private Astrologer](#).

This is my one-on-one program where I work with you as your private business astrologer.

Not only do I provide done-for-you astrology breakdown so that you know exactly how to use your birth chart and the upcoming transits to plan out your business, there's also space for us to strategize around how to leverage specific placements in your chart - like your Midheaven - in order to beef up your branding, call more clients, and essentially, make more money in your business.

So if you're interested in that head to the show notes where you can [book your sales call](#) to join me inside of the program.

Alright, so that's everything I have for you in today's episode. I can't wait to hear from you and I'll see you in the next one. Bye!