

Episode #25: Finding Business Clarity with the Midheaven

Full Episode Transcript

Strategic Magic
with Blu Cameron



Hosted by Blu Cameron

***Strategic Magic* with Blu Cameron**

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Hello, hi and welcome, or welcome back to the *Strategic Magic* podcast. I'm your host, Blu, and I am a business astrologer here to help you use astrology so that you can start, grow and scale your online business.

As always, I'm excited to be bringing you yet another episode. And today we are continuing our conversation with one of my favorite placements, the Midheaven, and specifically how you can use the Midheaven to find and uncover business clarity. Let's get into it.

Often when I am talking with clients or just chatting online with y'all about the Midheaven, something that often comes up is this question of how do I find business clarity? How do I figure out what it is that I'm supposed to be doing or that I should be doing? How do I take all of the ideas that I have? And actually use astrology to get started, to move in a direction that makes sense, and to ultimately begin the process of building my business in alignment with my astrology chart?

So I wanted to break this down because ultimately, whenever there's a question about how to use astrology for your business, we're always starting with the Midheaven. This is the best starting point when it comes to understanding business astrology and fully integrating it into your business strategy.

So when it comes to the question of how do I find business clarity using astrology? It always comes back to the Midheaven. And the main reason for this is because business clarity is ultimately about finding and making a decision around direction to move through.

So the way that I like to see it is that your birth chart is a roadmap. It's a roadmap for your most aligned possibilities, right? Nothing is set in stone, including your birth chart. So the way that I interpret your birth chart is going to be different from how another astrologer is going to interpret it.

We're still looking at the same information. Your birth chart is static. It is not ever changing. It is a snapshot of the sky, the moment of your birth. So. All of the information: the location of the planets and how they're interacting all of that will never change. But the thing that will change is the ways that I, or you, or anyone else is looking at that information and interpreting it and taking into consideration your lived experience, your expertise, your desires .

All that being said, ultimately, your birth chart is a roadmap of your highest possibility. The paths that you can take that are going to be in most alignment, depending on your personal birth chart and your specific placements. However, it's going to take direction in order to take that information and go from simply understanding what does it mean if I have my Midheaven and this placement or my Midheaven in this house to actually using it. That's where business clarity comes in.

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And ultimately why really love this question is because now we're moving from seeking information - which is abundant and it's available everywhere - to actually doing something with the information to actually implementing it. And that is where the magic really happens.

So if we look at your birth chart as a road map of the possibilities that are in deepest alignment to your astrological strengths. Then your placements, including your Midheaven are the paths of support to get there.

And by starting with the Midheaven, this is a very intentional place with this view of the birth chart. Your Midheaven is the highest point in your chart. It is the most visible placement in your entire birth chart. And in that way, it becomes a beacon for the rest of your business astrology to follow. This now creates a sense of direction, a specific lens, a story behind the path, the journey that your birth chart wants to take you along in hopes of you uncovering those highest possibilities and those paths of deepest alignment with your astrological strengths by starting with the midheaven. Now, all the other placements that you're looking at now makes sense. Because it's following a specific story.

And again, your Midheaven representing your vocation, your life's work. The, not just your career, but ultimately what is the path of the work that you are here to do? What is the energy that you are bringing into all of the spaces that you enter? And what is the flavor? What is the embodiment of the specific way that you are meant to do it? That is invaluable.

And seeing the rest of your birth chart from that lens, it becomes so powerful and it takes your business from just being a business that's in a sea of everybody else is doing the same thing; to now, yeah. You're one of one. You are the person to go to for this thing because no one else is going to be able to copy your flavor, your vocation, your life's work and your life's purpose.

So going back to the question, right, of how do you use astrology to find business clarity? Again, it's really about finding direction to move through.

So there's a few things that I notice and I observe as to why you may be struggling to find clarity in your business, regardless of like, your knowledge around your Midheaven placement or not. The first thing that I noticed is that business owners specifically that are struggling to find clarity in their business. There's too many ideas going around. There's --you're entertaining too much on your plate.

What I mean by this specifically is that you are splitting your attention and your focus in too many directions, looking a little. It's just, it's getting hard to figure out where to look right.

The problem with this is that growth can only happen in one direction. So when you're splitting your attention into multiple different paths. First of all, it cuts off growth at the root. It makes it a lot harder for you to be able to move forward. And to grow your business in the way that you want to, because you're just simply not giving any one idea, any one piece of the foundation, enough support for it to grow.

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It's almost like if we think of gardening. In order to grow a plant, in order to garden, you're going to need a few things you need. You know, sunlight, you need good soil. You need moisture, you need adequate water, nutrients, right? And then just like the patience have time to allow that growth to happen because it's not going to a seed is not going to. You know, crack open overnight. Obviously, I'm not a gardener. I'm probably butchering this, but you get the idea. A plant - it's not going to emerge from the seed and from the soil immediately. It's going to take time. And in order for that plant to thrive in its best way, it needs all of those ingredients.

And so in the same way is that a plant needs time and it needs a good foundation in order to grow, so does your business. So when you have too many ideas, you aren't entertaining at once and not taking note of the specific stage of business that you're in, what actually makes sense for you to focus on at this point in your business development, especially if your goal is just to get started. Doesn't really make sense for you to be entertaining so many ideas at once.

And in fact, that is the exact thing that is hindering your growth and stopping your business from growing in the ways that you want it to.

This actually leads me to the second point of what is actually stopping you, of why you're struggling so much to find clarity in your business, trying to do too much too soon. And the reason for this again is because you have to have awareness of the stage at your end and what is appropriate for that stage. Again, if you're struggling with finding business clarity, more than likely, you're trying to start your business.

You're trying to still build that foundation, figure out what is necessary for your specific business to thrive and to move forward. So in order to do that, it really is important for you to make sense and to take stock of what is necessary for that growth to happen. So all the ideas that you have, I'm not saying that you have to completely abandon all of them, but you have to prioritize what makes sense for the stage of business that you're in and what your goals are. If you're still trying to build out your first signature offer, it doesn't really make sense for you to think about scaling to diversify, right.

Instead of having multiple offers in your suite, right. It makes a lot more sense to just focus on building out that one offer, making it really good, allowing folks to know you for that offer. Instead of trying to be on every single channel, what is the one marketing channel that you can really commit to?

That's going to allow you to shorten that sales cycle to get in front of your ideal clients, to market to them in a way that aligns with them, and then also introduce that sales process to provide that link for them to book an application, to fill out an application, to book a call with you, to purchase your offer. That's it.

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So instead of doing too much, too soon, just like taking stock of those ideas; shelving what is you know, just not necessary and this level of growth for your business and moving forward with what is, focusing on that. The one thing that is actually going to allow that growth to happen.

And then the last thing, the number one thing that I see with folks that are struggling to find clarity in their business. You're not making decisions specifically, not making data-driven decisions. I see a lot of this with folks that are struggling to build that momentum to get started, especially in their business. There's a struggle with what if I like decide on the wrong thing, what if I make like the wrong decision? Which isn't a thing I want to just put that out there immediately. There's no such thing as making a bad decision. But, there are things such as making data-driven decisions.

And what I mean by that is making decisions that are not just based on how you feel in the moment, or like what your intuition is not saying. Those are actually really helpful skills to have in your service-based business. But it's also integrating it with the foundation and the stability of tangible data, right? Citing, where is the information like actually coming from? Where is, what is the data actually saying?

What hypothesis is it supporting right in how you can use that to make informed decisions? So a good example of this, right? Let's say you're considering creating a new offer. And you have two ideas. You're kind of waffling between both of them. And your first instinct is to post about it on social media, maybe to make a threads post or a Twitter post or to post in your Instagram stories. Which one do you all think I should do? And put a little, a cute little poll on it, right? That's one way to do it. But to make a data- driven decision on which offer to create? That could look like sending an email to your previous clients, and saying, "Hey, I'm considering a new way for us to work together, to dive deeper into this. Out of these two options, which one appeals more to you? A or B? Email me back and let me know." Which one is more up your alley."

One you're, you're getting your information from trusted sources. So rather than posting publicly to social media where you're going to get information. Maybe possibly from folks that I've worked with you previously, but more than likely you're going to get them from like peers, from folks in your field. From all types of folks, people that have never heard from you before that never interacted with you probably will never purchase and work with you. So that information is going to come from a different source.

Versus when it's coming from folks that have worked with you, they have that experience of understanding the layers of what it's like to actually work with you it's cited in a different way. It's coming from a different source. You Can also literally look at the data like tracking where your clients are coming from. What channels make the most sense?

Again, narrowing down your decisions that aren't in alignment with these channels versus just like posting them everywhere.

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There's not like an exact science to making data-driven decisions. It really varies from business to business, but ultimately getting in the habit of making data-driven decisions allows you to practice making decisions, which is so, so important. As a business owner, you are constantly making decisions. And the sooner that you do that, the sooner that you decide what it is that you want to do and commit fully to the process of like seeing it through. Even if it doesn't work out in the ways that you want it to, can you still use that information to adjust future movement. That is how business clarity allows you to move forward, even if you end up in a different place than what you pictured or anticipated.

So those are the three biggest things that I see business owners struggling with when it comes to finding clarity. And so to assist with all of that, to know how to narrow down which idea to move forward to; what decisions to make in your business and to know the decisions that are appropriate for your level of business and your stage of business, right?

That's where the Midheaven can be very useful in your chart. Because again, the Midheaven is a guide it's here to support you. And when you're able to bring your Midheaven through this lens of being a guide, the rest of your chart really falls into place and becomes a map to guide you on how to get there. That's why it's so, so, so important as a business owner to get comfortable with your Midheaven and to see it beyond just your career. But again, really integrating it into your business as a guide back to your vocation; back to your life's work; back to what it is that you are here to do, what you're meant to do, and the specific way that you're here to do it.

So all that being said, if you want to dig deeper into specifically what the Midheaven is, how to use it in your business, and how to really build up that business clarity... I want to invite you to join me in my [Midheaven masterclass](#). This is happening live on Monday, May 6th. And don't worry if you're catching this episode after that date: the masterclass is still available for you to watch.

So you can head down to the show notes and the description. That's where the link to the masterclass is going to be. I can't wait to see you there.

That's everything I have for you in today's episode. I'll see you in the masterclass. Bye!