

Episode #39: Define Your Business Model Using Astrology

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'm a business astrologer here to guide you through the process of bringing astrology into your business strategy so that you can start, grow, and scale your online business. All right. So y'all have been eating up my last few episodes and I'm super excited about it because astrology is so much more than just reading your horoscope.

In fact, when you know how to use it correctly, it can actually be a really powerful tool to strategically grow your business in a way that just feels in alignment and super exciting for you. So in today's episode, we are going to be breaking down how to use astrology as a guide to begin making really critical decisions in your business, starting with defining your business model.

So get a pen and paper. This is going to be a whole masterclass on how you can use astrology to really build that foundation for your business to stand on.

So let's get into it.

When it comes to the business foundations, I've talked previously about how important they are, but I completely forgot to talk about the importance of defining your business model, which I do consider to be a business foundation.

When you think about it, your business model is it's the foundation, okay? It is the literal thing that you are building the rest of your business on and so I wanted to make a dedicated episode to this and really walk you through the process of using your Wealth Houses to define your business model. And this can be applied whether you are just starting your business and you're still trying to figure out what it is that you want to be doing or if you already have your business established establish, and you're in the process of refining it to make it more aligned for your lifestyle and how you actually want to be doing your business so that you don't need to burn everything to the ground.

And of course, if you want personalized guidance on how to do all this, then definitely make sure that you apply to work with me inside of *Private Astrologer*, which all the information can be found in the description show notes of this episode. So let's get started.

First of all, let's get started with first figuring out what exactly a business model is. So, like I said, your business model is the structure for your business. This is so, so important because this really details what it is that you're building. I like to think of it as a guideline for how to begin to make the rest of your business decision.

When you take the time to define your business model, it makes it so much easier to make decisions, but also to not get swept up with shiny object syndrome because you already know what it is that you're building and what's going to be best suited for you to support you along that journey. So this is really, really helpful, especially if you're somebody that feels very

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overwhelmed with possibilities or just has so many different ideas that you really don't know how to narrow that down.

So when you first define or refine your business model, it makes it so much easier to create or refine your existing offers, to establish your marketing strategy, and then to make decisions on how you're going to sell your services. So all of this works together. And if you're going to start at any business foundation, you have to start here.

You have to begin with defining what kind of business you're even creating. And so I'm going to walk you through the process of how to define and shape your business model using astrology. Specifically using the Wealth Houses because these are going to be the best guides for leading you to the business model that is in in most alignment for you.

Now I've done a previous episode breaking down exactly what [the Wealth Houses](#) are, which I definitely recommend that you listen to and get caught up. But let's dive into it talking specifically about your Midheaven first.

So your [Midheaven](#) is of course where it all starts. Because the Midheaven is the highest point of visibility for you within your chart. So this is going to be the most important placement when it comes to business astrology, because this helps give you a sense of direction as to where to go when we're talking about defining or refining your business model.

So from a business astrology perspective, your Midheaven points to your legacy energy. This already helps us to begin to make decisions on what it is that you want to achieve, what you want to do with your business, to really get into that mindset of what the end goal is and then working backwards from there.

I also really like this because your Midheaven also works very nicely with the things that you should be highlighting within your business model. Things like your expertise, your experience, the things that you have already accomplished or proven or achieved for yourself. All of that outside of astrology is also very powerful in terms of really making decisions on what to narrow down to.

Now I also want you to explore beyond just knowing what sign your Midheaven is in. There's so many components that make up the Midheaven and why it's so important and when it comes to establishing your business model, your Midheaven ruler as well as the house that this falls into will also be very important in terms of giving you vital information that you can use to define or refine your business model.

I have podcast episodes that break down both. But to give you just a quick run through: your [Midheaven ruler](#) is the planet that rules your Midheaven sign. So for example, if you have an Aquarius or a Capricorn Midheaven, Saturn is going to be your Midheaven ruler. If you have a Pisces or Sagittarius Midheaven, then Jupiter is going to be your Midheaven ruler. So on and so forth.

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And so understanding the planet that rules your Midheaven sign, as well as the house that your Midheaven falls into, gives you such vital information that you can use to really craft and hone in on the business model that is going to be most supportive for you. Again, the whole point with defining or refining your business model at this point is to really zero in on what you are good at.

And so with that, we're able to create the foundation for you to do what you do best and do more of it and do it better. Instead of spending all your time with things that aren't in alignment where your gifts are, what it is that you do best. And how you're designed to best help people. That's all things that we want to avoid. Instead, we're going to use your business model to amplify what it is that you are meant to do.

And so that is the first Wealth House that we're going to look to in terms of helping you to define or refine your business model. Next, we have your 2nd house. The 2nd house, in terms of defining or refining your business model, is so key because this really zeros in on the essentials behind your business. And what I mean by that is really considering what the main problem that your business solves.

So you already know that every business, no matter what niche, what industry that you're in, the clients that you work with, all businesses solve problems when it comes down to it. And so here, before you even put anything up for sale or you begin to create any offers, you have to first get clear on what is the main problem that your business solves.

When we're using the energy of the [2nd house](#), this can also help to guide you in terms of really defining and figuring out how valuable that problem is that you solve. I don't mean valuable just in terms of how much you can charge for it, but I mean like how important is that problem being solved? How urgent is that for the people that you work with? Does it connect to a core value which the 2nd house represents?

A core value will be something that is held in high regard for you as well as for your clients. You can also take inspiration from things like Maslow's Hierarchy of Needs. And so, use that as a guide to begin to define what category your main problem falls into. Are you mainly supporting people in solving a problem within health, wealth, or relationships? But getting clear on that is really going to help you to form your business model.

And now the final wealth house that we have is the [6th house](#). I have talked at length about the 6th house and how important it is for the foundations of your business. But especially when we're talking about your business model, the literal structure of how your business is going to run, this is so key. And when we're using the energy of your 6th house to help define or redefine your business model, you want to consider the level of depth of support that the solution that you're solving requires.

So what I mean by that is when it comes to supporting your clients in solving this problem that you have defined that you're going to focus on, right, especially tapping into the energy of your 2nd house... what is going to be required for you to solve that problem?

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Is it going to require a lot of support? Intimate, interpersonal work? Is it going to require you showing up in real time in community with your clients? Is it going to require a lot of like one on one support? And if so, what does that look like? What are the other structures of support that are going to be included within you solving this problem?

Now on the flip side, you can also have things that are very hands off. You can have support that doesn't require you to have a ton of interpersonal time. You're not meeting directly or individually or even at all with your clients to help them solve this problem. Instead, you're leaning into asynchronous support, perhaps, and maybe that's enough.

But really considering what is going to be required for the solution to the problem that you're solving and for you to deliver on that client support

The 6th house can also be a really good guide in determining how many leads you have the capacity to support at once. This is really looking at the structure and the support as well as what is required to maintain your health and wellness, and the health and wellness of your business. So really taking a deep consideration for how many clients you can actually support at one time.

Perhaps, you don't really have the capacity to work with more than three to five clients at a time. If so, that is really helpful information to know. On the flip side, maybe you have the capacity to work with a larger group of people at once. You really thrive on that and that also helps to support your health and wellness as a business owner. It helps you to be able to show up and do your best work. Considering all of that will also be really helpful in making decisions in shaping or redefining what your business model needs to look like.

I also really love answering that question too because this also helps when it comes to figuring out what it is to sell. Now I'll go into more detail about this within the selling your services with astrology episode.

So that is how you begin to use the Wealth Houses to support and create the business model that is going to be in most alignment for you.

So I want to just say that whether you are just beginning to create your business or you're in the process of refining what that business looks like, it is so important that you choose the right business model. Because designing the right business model now puts you in the right mindset to make better decisions in the future. And not only better decisions, but to make them so much easier.

When you have the structure in place, you already know what it is that you're designing. It makes it a lot easier to navigate this space and to move forward.

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So for example, if you've answered those questions, right, and you're realizing, okay, it actually works way better for me to focus on supporting my clients in a one-on-one capacity. Versus trying to work with clients in a one-to-many capacity that already gives you a lot of support to make decisions.

Moving forward you already know the offers right that would work best in a one-on-one business model versus if you are somebody who's made the decision that you want to work in a one-to-many, low-ticket capacity.

And I think most importantly, outside of business and potential revenue and all the things that come with that, why it matters to choose the right business model now is that you need to put your lifestyle and capacity at the forefront.

Again, taking inspiration from the 6th House and really looking at what is required for the health and wellness of you as the business owner, as well as the health and wellness of your business to thrive is so crucial. And so, really taking a good hard look at the fact that yeah, perhaps in the future you have this vision for what you want your business to look like, but the capacity for what you tangibly have and are able to do now doesn't align with that.

It doesn't mean that you're not going to be able to build up to that vision in the future, but instead, you're going to have to make different decisions. Keeping in mind that this is where you want to grow, but maybe you only have the capacity to accomplish one fourth of that right now. And so, that also helps to establish the realities of what your business model needs to look like in order for you to make appropriate decisions for the level of experience, the level of growth, the level of support that you can reasonably put into your business at this time.

This is also a really good thing, right? If your future vision for your business doesn't align with what you have the capacity to do now, this forces you in a way to focus on really committing to the foundations to really making sure that you have the essential pieces in place, rather than trying to execute on absolutely everything at once.

That's how you create a sustainable business. It's not about accomplishing everything at once, but instead really taking the time to cultivate the pieces that are necessary, even if it's one piece at a time, so that your business is able to breathe, to exist within the stage of growth that it is currently in.

And so that is how you use astrology to define or refine your business model. Definitely let me know how this landed for you. And if you want my support on your individual chart and guidance in how to define or refine your business model, this is the work that we do inside of my one-on-one program, [*Private Astrologer*](#).

All of the information as well as the link to book your sales call with me can be found in the description show notes, as well as the links to everything else I mentioned in this episode. So definitely check that out. I can't wait to hear from you and I'll see you in the next episode. Bye!