

## Episode #40: Refining Your Offer with Astrology

Full Episode Transcript

# Strategic Magic

with Blu Cameron



*Hosted by Blu Cameron*

***Strategic Magic* with Blu Cameron**

## Episode #40: Refining Your Offer with Astrology

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 help you bring astrology into your business strategy. So now you can start, grow and scale your online business.

Today's episode is a juicy one, so I hope you have that pen and paper handy. Because we are going to talk all about how to develop and refine your offer using astrology.

So let's get into it.

So, if you have been listening to the podcast for a while, then you know that we are on this journey, this whole mini series on the podcast, all about your business foundations. In the previous episode, I talked all about your business foundations, and specifically how to define or refine your business model. So, if you're listening to this, I'm trusting that you've done that work, but if not, definitely go back, listen to that episode because it will really help you out in terms of really figuring out how to define or refine the offers in your offer suite.

So why even focus on offer development?

From a business standpoint, offers are the lifeblood to your business. They are the solutions to the problems that your business is solving. They are not just the vehicles for you to deliver that solution, but they're very tangible spaces for your community members to become actually clients. It's a really big deal.

And in order for you to be in business, you need to have offers. You need to have some way for people to work with you in exchange for payments. So offers and getting your offers together are really important to the health and wellness of your business.

It's also really important for us to focus a lot of time and energy and effort here, because this is one of the most common places where misalignment can happen. I work with so many service providers who find that their unhappiness and just lack of alignment with their business model. It often comes down to them needing to refine or even scrap and start from scratch with their offers.

Most of the clients that I ended up working with, their offers just are aligned with their astrological strengths and what it is that they are meant to be doing. Usually this doesn't take a full-on burn everything to the ground moment. This can really be solved by looking at the energy astrologically of what offer development really entails and making some strategic tweaks.

So I'm going to break down what those tweaks can look like, so that you can do a self-audit of your own offer suite and really assess: are you on the right path? Are you not? And if so, how I can assist you in making those changes?

Another thing that I want to mention is that offers are so crucial to having a sustainable business. It's not just enough to have offers that are making you money. It's also really important

## Episode #40: Refining Your Offer with Astrology

to evaluate if they are truly aligned in the best use of your energy. And I find that sustainable successful businesses, like the one that you want to have, most likely is going to thrive by having a signature offer.

So I am a huge proponent of having signature offers because they help to simplify the product suite, and to really zero in not just on what is your moneymaker, but what it is that you do best. Creating more space for you to focus on that rather than doing the most.

Now by no means, is this me saying that you can only have one offer in your business. But, it's important to have one offer that you're known for. And that most specifically is that direct solution to the problem that your business solves. You should be very familiar with what that problem is.

A successful sustainable business also creates a signature offer through the process of refinement. So more than likely, you're not going to find out what your signature offer is your first month in business. It's a process of first experimenting with creating solutions for the problem that your business solves. And like an artist chiseling down the excess pieces of that offer in order to improve it, over time.

There's really no rush to niche down or to narrow down, especially if you're somebody that is still at the beginning stages of building your business, you don't necessarily have the credibility established yet within your niche or industry in order to solidify what that signature offer is going to be.

If you're in that space, then it's actually more helpful for you to just embrace experimentation through action and embracing your Martian energy to just do the thing. Because at that stage, it's actually more vital for you not to niche down, but to experiment so that you can gather the data that you need in order to niche down.

But once you do have that established, you've experimented with different types of offers that align with your business model and have actually worked directly with your clients and have gathered that necessary feedback and results - then you can begin to really dig into offer development in order to refine and improve what that signature offer could be. And if you're in that stage, this episode is going to be the most helpful.

So why does offer development even matter?

So again, it's a very specific route that I'm talking about in terms of offer development. And embracing this way of creating and refining your offers rather than rushing to solidify your offer suite immediately. That gives your business the space that it needs to unveil itself to you, and for it to grow appropriately with the level of growth that it's in.

Even from approaching this from an astrological lens, it just takes time for you to figure out what your unique approach to it is. What I mean by this: most people are going to look to the Wealth

## Episode #40: Refining Your Offer with Astrology

Houses specifically the [Second House](#) to figure out what offers or services they can provide within their business. But just knowing the energy of your Second House, or even just knowing the sign, that rules your Second House, isn't going to be a magic pill to creating a profitable, sustainable offer.

It's a process of refinement because we're using both the astrological information within your birth chart and combining that with the tangible reality of your experiences, your expertise; the data that you've gathered by doing the thing yourself over time; the transformation that you are specifically leading and guiding your clients through, and then figuring out what that process or framework is that best infuses all of this energy into something that is tangible, that is achievable, that is doable for your clients.

Again, this is a process that takes a lot of time. And by no means, am I saying that it needs to be a 10-year journey, nor does it need to be something that you accomplished within your very first week of business. But when you approach offer development in this holistic way, It makes it a lot easier for you to recognize again, what stage of growth your business is in to act appropriately, and also appreciate the process of offer development.

So with all that in mind, let's talk about what the astrology of offer development actually looks like in order to help move your process along.

The Business Foundations episode, as well as the [Defining Your Business Model](#) episode can really give you a lot of guidance in terms of beginning this process. Particularly with the *Defining Your Business Model* episode, we really talked about beginning to narrow down and make decisions on the kind of business that is in most alignment with your energy. So that off the bat will eliminate some of the ideas that are swirling around in your brain, because they simply don't align with the vision that you have for your business.

But within offer development, we're going to take that a little bit further and really narrow down the realm of possibility so that you can look at developing your signature offer through the lens of what it is that you do best rather than all the possibilities of what you could do within your business.

When it comes to this, there are two spaces that I really like to work with the energy with, especially with my clients inside of *Private Astrologer*, who are coming to me specifically to help them with this process of offer development.

So the first place that we look to is the Second House. Now I've already talked about this. It is a really fantastic place to look to when you are beginning the process of building your business in uncovering what the offer and services. That are going to be easiest for you to monetize are. But digging deeper, the Second House can really help with the shaping of what your signature offer will be, because the Second House is the house of values.

## Episode #40: Refining Your Offer with Astrology

This connects very strongly with the core value that your signature offer connects to. What is the thing that is important to you, to your clients that connects to the solution that your business is solving directly? How can your offer be a vehicle to achieving or complicating that solution?

The energy of the Second House can really point to illuminating what the main problem is that your business solves. This is really looking at it from a very practical standpoint: what is the thing that you are helping people with in your business and how can your signature offer be that solution?

The planet that I really like to work with in terms of offer development is actually Saturn. This is a planet that has a lot of friction for a lot of my clients because Saturn is a malefic planet, so it's nature is to be a little bit challenging to work with. However, when you are able to master it, especially with your natal Saturn placement, then becomes a lot easier to receive the gifts of Saturn, and to use that in developing or refining your offer.

So Saturn rules over delays, karma, consequences, but it also rules over mastery. Especially when it comes to my clients that have established businesses that are looking to specifically refine their offers, Saturn is a fantastic place to work with because it's really bringing into question what is required in order for you to improve your craft.

You've already established the business model that you have. You already know if you're a coach, a consultant, a service provider. So working with the energy of Saturn can help you to even deeper pinpoint how you can spend more time in the craft of you doing your work. This also gets a little bit into your Martian energy, because again, we're talking about taking the action and doing the thing.

So how can you one spend more time to do more coaching? More consulting? More completing of the service that you are providing to your clients; literally getting in the weeds and doing the work? That's first and foremost, and where a lot of the clarity is going to come from.

Especially in this time when there's so much pressure to make everything scalable, to make everything asynchronous, to aim for more, more, more... quite often, the solution of how to create a better offer can really come down to, can you spend more time working with your clients? That'll allow you to get those questions to really understand what it is that your clients are looking for solutions to, what's holding them back from getting no solutions, and how you can use that data to refine the process of making your offer that vehicle that's going to get them the thing that they're looking for.

Saturn, also a really great planet to work with in terms of considering what is necessary in order to improve the quality of this offer.

So again, we're talking about the refinement process of something that is already established. Really examining what are the roadblocks that are coming up for your clients within your offers? Is there a lot of friction in terms of them taking specific actions and providing necessary

## Episode #40: Refining Your Offer with Astrology

information in order for you to provide your guidance as an expert, as a service provider? Is there a challenge in terms of they just need additional guidance from you? Or perhaps even a shift in the approach, the delivery, the communication of your solution within your offer.

Sometimes the shift that is needed can be something as small as changing the way that an offer is delivered.

So for example, making us even more tangible, let's say that you have a bunch of self-paced courses inside of your one-on-one offer. Refining your offer within the offer development process can look at these courses and say: am I at an appropriate level of growth to where self-paced courses and asynchronous support make the most sense in order for my clients to get the information they need in order to achieve the solution?

That is how you can really use that Saturnian energy in order to refine your existing offer and to really put it on that path of being your signature offer.

It's also using this Saturnian energy to refine your offer even more by looking at the existing gaps within your offer delivery.

Are there spaces where you may need more support as a service provider in delivering this solution? Is there a clunky process for your clients to submit the necessary materials for you to provide feedback with? Is there a lag in communications? Are there not SOPs and processes that are in place in order for delivery of materials to be seamlessly exchanged of hands?

These are all things that can come up when it comes to offer development. So it really is your benefit to examine what is necessary at this appropriate level of growth for your offer? What will be required at this next stage of growth in order to evolve this offer, to move it along this next stage of growth and scalability? What will be required on your end as a service provider in order to do that?

So working with both of these energies, as well as the energy of the sign that rules your Second House can be really, really beneficial in terms of personalizing this process of offer development.

This process really just comes down to considering what is necessary and needed in order to take your existing offer and refine it so that it can be elevated to that state of being a signature offer.

This is not really a one-and-done process. This is something that you will definitely be revisiting as your business continues to scale and grow.

So I do encourage you to go back to do a self-audit of your current offer suite. What are the offers that you currently have in place? How can you use this process of offer development to

## Episode #40: Refining Your Offer with Astrology

refine, to chisel away at the excess, and to build a solidified, sustainable signature offer that your business can really thrive on?

If this is something that you would like additional support with, I actually do this inside of my one-on-one program, [Private Astrologer](#).

The link to book your sales call with me will be available in the description show notes, as well as the links to everything else that I've mentioned in this episode. So go ahead, check that out. I can't wait to meet with you and I'll see you in the next episode.

Bye!