

Episode #36: Building Sustainably with the 10th House

Full Episode Transcript

Strategic Magic

with Blu Cameron



Hosted by 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 service-based business.

Today's episode is on one of my absolute favorite topics. We are talking about the 10th house in astrology and specifically how you can use the energy of the 10th house to grow and scale your business.

So if you're curious about this, especially if you have your Midheaven and the 10th house, which we'll also talk about, then stay tuned.

The 10th house is one of my favorite houses, as someone who has built their reputation around the Midheaven and utilizing the energies of it. We can't really discuss the Midheaven without talking about the 10th house, because the two are so interconnected, even though they are not quite the same thing. So it is so important to have a foundational understanding of what the 10th house represents in your birth chart, and then ultimately how to use that energy along with your Midheaven so that you can accurately use your astrological gifts in order to grow and scale your business.

So first let's get on the same page of what the 10th house is. Within traditional astrology, the 10th house is the house of glory. It is the house of career, public reputation and advancement. I often see this as being a culmination house, so it is building on the energies of the previous nine houses within your astrological chart. And it is using that energy and really looking at okay.

What have you gained? What have you learned? What are the consequences of the actions that you have put forth? That is what the 10th house represents.

Now it's important to know when I say consequences, I'm not just talking about the negative aspects of things that you did not do or complete or accomplish. But consequences are - I see them as being very neutral.

So it's a mixture of yes, perhaps things that you would have chosen to do differently. But it could also quite literally be the result of the work that you have put forward and planting the seeds with, especially as we are following along with the wealth houses, the 2nd house and the 6th house. The 10th house can represent the culmination of the efforts that are put in with these previous two wealth houses specifically.

So if you have done the work of really understanding how to develop your offers in alignment with your second house, and by extension, really built the foundation of your business to be in alignment with the needs reflected in your sixth house; then the 10th house, by nature, builds upon that to create the long-term reputation that your business falls too.

So if you want to know more about what it is I'm talking about with the wealth houses, then definitely check out the podcast episode I've done on the wealth houses together, as well as the

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individual episodes I've done on the second house and the sixth house. And this will give you a lot more insight as to what I'm talking about with the energies of these houses specifically and how they all work together.

So when we understand this, the 10th house to be the house of glory, this is really pointing to "what are the efforts that I have put forward thus far? How has that reflected? How has that being seen?"

Another aspect to the 10th house is the fact that it is such a public facing house.

One of the major themes of the 10th house is public reputation. And we can see this literally reflected within the birth chart, because the 10th house is often the highest visible house it is. Quite literally if we think of the birth chart as a clock, right. The 10th house is sitting where, you know, 12 o'clock would be seated.

And so in that way, it is naturally very public facing. It is very highly visible, as well as the ninth house and the 11th house. It's not so much about us individually, but how we are connecting with and relating to other people.

A thing to know about the 10th house is that often there can be this distance between how people relate to the 10th house and how they see themselves. I often see this with my clients that have personal planets in other houses. So let's say you have your Sun or your Moon in a different house than your 10th house. And perhaps your 10th house is empty, meaning that you have no planets there. Often, what I notice is that when my clients have this, this can point to there being a distance between how the public perceives you and how you perceive yourself.

This isn't to say that you necessarily need to put on our persona or like act a certain way with other people. But it's a reflection that who you are in your private life. You're going to showcase a different side to your personality and a different side to who you are than the things that you present outwardly within your business and that you lead with now.

There are definitely ways to work with us to bring the two together. Because again, it's not about creating like a persona or creating this identity that exists outside of you.

I always like to remind my clients that with the 10th house, especially if you have no planets there, it is still a part of your chart. So it is innately part of you.

And so, learning how to understand and accept this energy will make it a lot easier to understand how to utilize the traits that other people are already seeing and noticing you for, which is a gift that the 10th house wants to bestow upon you. It wants to let you know, people are already recognizing you for how awesome you are in these specific ways. And so the lack of planetary energy here could also indicate where these gifts may be harder for us to individually see.

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Now on the flip side, let's say you do have personal planets here in the 10th house. This could indicate a closer relationship to how you are in your private life and how you show up in the public sphere. Now, this isn't to say that there won't be challenges with this, but it may be a little bit easier for you to resonate with the idea that who you are online is like exactly how you are in person.

The challenge that can come with that though, as with any house is the fact that planetary energy can give the reputation of like too many cooks in the kitchen. Depending on the sign that rules your 10th house and what planets are present, there can be this overshadowing this that can happen with what planet is taking the driver's seat in any particular time and how are they relating to each other.

Also, the conditions of the planet . This gets so specific and it goes so far beyond what I could advise and share in a individual podcast episode. But ultimately, when you have personal planets in the 10th house, this indicates that your personal relationship to yourself and like how you perceive yourself, is very much tied to how you are meant to show up and like how you are recognized by others building that public reputation. It's very congruent. It's very inline with how you see yourself.

And lastly, in terms of career as a major theme for the 10th house, this points to the culmination of career over time. So this is not a house that defines what your career needs to be. Listening to me talk about the wealth houses, you know that there is no one placement that determines what your business or career needs to look like. But instead, it's really looking at "What have I been building over time? What is the foundation? What is the overall mission of my work?"

You can really look to the ninth house and my episode on the ninth house as well for additional guidance around that and cultivating what your great work and great mission can be.

The 10th house takes this to a whole other level and really looks at "How can I align my actions with what I know this great mission to be?" And in that way, it is really encouraging you to think about the long haul. To think about the longevity of your business and what is required to maintain it over time.

Now in terms of planetary energy, the traditional rulers of the 10th house are Venus if you have a day chart and then if you have a night chart, it is the moon. But interestingly enough, Saturn is a planet that is domicile here, meaning it is the most comfortable being in the 10th house, as well as Mars.

Mars is actually exalted in the 10th house. So when we think of the energies of Mars and Saturn, these are both malefic planets. So there can be a challenging aspect to this, depending on your individual chart. If you are born at night, then Saturn is your naturally your in-sect malefic planet. And then if you're born during the day, Mars is your in-sect malefic planet.

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This just means that depending on whether you were born during the day or at night, the corresponding planet that is in sextile for you just reflects which planet is most challenging for you to work with.

But when I think of. The energies of both of these planets, they really point to supporting you through the challenge of action. So in terms of Mars, Mars really thrives in taking action. I like to think of this as Mars really enjoys when you embrace the ugly first draft of something, rather than toiling over the perfection of perfectionism before you publish or put the thing out there.

And likewise, Saturn is also a planet that rewards action over ideation, and is really concerned with what is required for you to sustain the thing that you are calling in. And in that way, the delay that Saturn encourages is really asking you to take that on to consider how can you get better at the craft so that you can prepare for your inevitable success.

So all of these things really paint a picture for how the 10th house can be a really supportive space for you in your business.

Now, one thing to know about the 10th house as well. If you have your moon here, then the moon is detriment in the 10th house. So it is not as strong as I would like to be. Which makes a lot of sense - the 10th house again is a very public facing house. And the moon thrives in nocturnal light. It likes being in the darkness and, you know, shying away from that public space. So it makes a lot of sense for the moon to be detriment in the 10th house.

And then Jupiter is also fall here. So again, it's not as strong of a Benefic planet as it can be if it were placed elsewhere in the chart. But even if you do have these placements, there are still so many ways that you can work with detriment and fallen energy to your benefit.

Now let's talk about if you have your Midheaven here in the 10th house. So as you know, I absolutely love talking about the Midheaven and the 10th house is the most common place for your Midheaven to fall into.

I personally have a 10th House Midheaven so, I deeply understand this energy and how it can manifest. But again, it's having your Midheaven here is similar to having a planet here, in the sense that we are now amplifying this 10th house energy, the themes that are represents and boosting it with the energy of the Midheaven.

And if you, of course, want to know more about what the Midheaven is and why I think it's so awesome, then highly encourage you check out my episodes on the Midheaven, as well as my Meet Your Midheaven masterclass.

So contrary to popular belief, your Midheaven can fall anywhere from the seventh house to the 12th house, if you're using whole sign houses. But the 10th house is still going to be the most common. So having your Midheaven fall in the 10th house, this really points to there being a

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deep connection between the growth of your vocation and your business, the culmination energy of what you were building within your career.

So in terms of really understanding how to utilize your Midheaven in the 10th house, it is looking at how you can bring together your vocation, the life's work that inspires you, that lights you up, that encourages you to keep going and bringing out out using 10th house themes.

So there is a lot of freedom with having your Midheaven in the 10th house. The house that your Midheaven falls into can give you a lot of insight on how to use that energy. So having your Midheaven in the 10th house gives you a lot of possibilities in terms of how you use this energy to build your work over time. It takes a lot of pressure off of you individually as a business owner, because now it's not just the impact of one project or one offer, even working with one client that is going to make or break the success of your business, but instead it is the quality of that work over time.

It's very Saturnian. And when we think about this, again, makes so much sense as Saturn just does so well being in a 10th house. Because it's creating success out of sustainability and longevity to build something that is truly able to last. So working with the energy of the 10th house, whether you have your Midheaven here or not is going to be so powerful for you as a business owner.

So I really want to encourage you to get comfortable with the 10th house to really learn the energies that are in it. Do you have any planets here and particularly any personal planets? And then specifically, do you have your Midheaven here as well? What sign is ruling over the 10th house for you, using Whole Sign houses? All of this can give you so much insight on how to use this energy for growing and scaling your business.

You have everything that you need to move forward and begin working with the energy of the 10th house. But if you want to know more about this, then of course you can check out the resources that I've mentioned throughout this episode.

So be links to everything that I've mentioned in this episode can be found in the description show notes. So go ahead, check that out. And I will see you in the next episode.