

Business Forecast for

Harrison Ford

July 13, 1942

11:41 AM

Chicago Heights, Illinois

May 7, 2010 - May 7, 2011

Prepared by

www.MatthewsAstrology.com

Your Business Forecast begins on the following page. If the time period for an interpretation is, for example, given as "Apr 1, 1997 (Feb 15, 1997 to May 15, 1997)", then it starts in mid-February, reaches greatest intensity around April 1, and ends in mid-May. The first date listed is the time when the influence has reached maximum strength; we can call this date the "peak date". The influence starts on the beginning date, gradually increases in strength until the peak date is reached, and then it gradually fades out until the ending date is reached.

You may also notice that the same interpretation shows up periodically during the year; this is not unusual. To eliminate redundant interpretations, you may be informed that the astrological influence also occurred earlier and that you should refer back to the previous occurrence of this interpretation.

At the top right margin after the dates, the abbreviated names of the aspects and the two factors involved are given. For example, "Jup Sqr MC" means that during the given dates "transiting Jupiter" is squaring your "natal Midheaven". That is to say, the first factor that appears is always the transiting planet (present position of the planet in the zodiac), while the second component of the pair is "natal", or the position it was in the zodiac at your birth. Also, the Midheaven (MC) is the apex or beginning of the 10th house.

At the beginning of each interpretation the complete name of the aspect and the two factors involved are given in capitalized letters. As before, the first planet is in "transit" while the Midheaven is "natal". Below it, the INTENSITY of the aspect is indicated in a scale from 1 to 10. That is to say, an aspect with an influence of 1 is very weak and may not even be noticed. On the other hand, an influence of 10 is very powerful. We can consider aspects with an intensity of 8, 9 or 10 VERY STRONG, 6 or 7 STRONG, 4 or 5 AVERAGE, DECREASING at 2 or 3 and VERY WEAK at 0 or 1.

This report outlines the aspects between the transiting planets on one hand, and the apex or beginning of the 10th house in the natal chart on the other. Traditionally, besides the ten astrological planets (Sun, Moon, Mercury, Venus, Mars, Jupiter, Saturn, Uranus, Neptune and Pluto), two points in the chart are considered very important. The first is the Ascendant or beginning of the 1st house, related to the personality and appearance of the individual. The second is the Midheaven or apex of the 10th house, connected with the materialization of goals and initiatives, as well as professional success and social recognition. The Midheaven represents the aims or goals and the desire for concrete action. Therefore, the astrological aspects that affect the Midheaven are important in choosing the right time to start a business, commercial or professional initiative.

First, this report is based on the birth date of the owner, founder, or major associate of the business in question. In case there is more than one relevant associate, it is advisable to consult the Business Forecast for the second associate as well.

Second, to obtain this report, the party should provide an approximate time for the business to be opened. The report then will give relevant dates for the most advantageous and least desirable time to proceed with it. In case there is more than one owner, it would be ideal to locate a date in both forecasts that may have positive aspects or, at least, that neither have disharmonious aspects.

But one might question the date one must consider. Does it constitute the date the corporation was formed, the day on which the license was obtained, the day the premises were rented, or the moment in which the toast was made? The answer is very simple. The date of astrological validity is the one on which the business started to serve the public. This is the real "birth" of the business, while everything else constitutes the period of "gestation" of that enterprise.

As a rule, it can be said that the best time for opening a business, in order of strongest to weakest influence, is the following (a higher intensity indicates greater influence): Existence of a TRINE (strong harmonious aspect)

between a planet and the Midheaven; Existence of a CONJUNCTION (neutral aspect) between a beneficial planet and the Midheaven (only Jupiter conjunct MC can be considered here); Existence of a SEXTILE (mild harmonious aspect) between a planet and the Midheaven; Existence of a CONJUNCTION (neutral aspect) between a planet (except Jupiter) and the Midheaven.

On the other hand, the most problematic dates for founding a business, in order of strongest to weakest influence, are the following: Existence of a SQUARE (strong disharmonious aspect) between a planet and the Midheaven; Existence of an OPPOSITION (mild disharmonious aspect) between a planet and the Midheaven.

In any case, as this is not a report of determination but only orientation, the explanations of the "squares" and "oppositions" give advice and practical solutions for the businesses that may have started during some of these dates. This is especially useful for those that already have opened their business and read this report to find out what astrological aspects were in effect at the time they started their business. In case of harmonious aspects (trines and sextiles) suggestions are also given on how to obtain the maximum benefits of that astrological influence.

Lastly, it can be said that the "peak dates" possess the purest influence. It is recommended to make use of the harmonious peak dates, if possible. Thus, the mixture of influences is avoided in case there is more than one aspect during given days.

Tropical/Koch
NATAL CHART

Calculated for time zone 0 hours

Natal positions:

Sun=20CN38	Moo=22CN46	Mer=1CN12	Ven=18GE36	Mar=18LE19
Jup=7CN34	Sat=8GE08	Ura=3GE13	Nep=27VI25	Plu=4LE56
Asc=2LI47	MC=3CN15			

PLANET-TO-PLANET SELECTIONS

Natal: Sun Moo Mer Ven Mar Jup Sat Ura Nep Plu Asc MC

Transiting: Sun Mer Ven Mar Jup Sat Ura Nep Plu

ASPECT	ORB	ASPECT	ORB
Conj (0 deg 00 min)	1 deg 00 min	Oppos (180 deg 00 min)	1 deg 00 min
Sqr (90 deg 00 min)	1 deg 00 min	Trine (120 deg 00 min)	1 deg 00 min
Sxtil (60 deg 00 min)	1 deg 00 min		

MARS SEXTILE MC

INTENSITY: 2

A business opened during these dates is labeled with great dynamism and capacity to struggle. Neither the owners, nor the agents, or the personnel are intimidated by unfavorable circumstances. Because of the existing assertiveness and ability to respond, difficulties are surpassed quickly and generally lead to success. These spontaneous decisions have nothing to do with lack of discipline or doing things haphazardly. To the contrary, this business is characterized by following a very clear and defined path with very specific objectives outlined beforehand. There is the ability to make decisions on the spur of the moment, but without losing sight of the reference or goal that is very clear in the forefront.

It is well known that competition is tough and that the price is dictated by the demand of the public or society. To penetrate the complex interest, trends and preferences of the public, it is essential to develop a personal stamp and a very defined line in the industrial or commercial activities or services that are being offered. This is called efficiency, going directly to the point, or simply giving practical solutions to the problems and needs of the clients. A business opened or started during these dates is going to have all of these qualities. Passiveness or a tendency to conform will never exist, and indecision has no meaning in this business.

The force of this business lies in its capacity to struggle, which never should be understood as aggressiveness, but more as competitiveness. Wanting to be a leader by your own merits and standing out from others is no sin. To the contrary, the one who takes the initiative is the one who gains. In that way the clients observe that the personnel and managers of the business are trying their best to satisfy their needs, always procuring that it will be in the most rapid and direct way possible. Many clients probably patronize this establishment because at others they find too many arrears, certain incompetence or lack of definition. On the other hand, in your company they find quick solutions and immediate service. Everyone gains when the relationship with clients is direct, exonerating, energetic, professional and very clear with respect to commitments. In this connection, it is very important that the client always understands the terms of the negotiation, that is to say, what to expect of the product or service as well as the company, including the quality, price, guarantee on parts or maintenance requirements, etc. If from the beginning the seller clearly outlines the characteristics, conditions, advantages and disadvantages of the product to the clients, mutual confidence is earned.

Simultaneously, the client always appreciates knowing that the person who is going to provide a product or service is honest, trustworthy and enthusiastic about the excellence and quality of things he/she is trying to market. Obviously, if the client observes a degree of insecurity in the seller, it is very probable that he will turn around and is gone. However, if the seller of the product in question is transmitting confidence, security and enthusiasm, there is a much better chance that a spark will emerge that will motivate the buyer to decide on the acquisition of the goods or service. The clients also appreciate fast service on items requested that are momentarily out of stock. Though it may seem strange, many times the seller may unconsciously generate problems or obstacles for himself or his client. This, however, will absolutely not occur in this business, since the owners as well as managers and the personnel have a very clear idea of what they want and how to communicate, therefore there is no dubiousness or greater complications. Your philosophy is to make everything easy so that the buyer can easily make up his mind.

Finally, one must mention as key factor of this business its ease at the time of assuming risks. That is to say, the mechanism of the entire business as formed by the owners, managers and personnel will not resent it when it becomes necessary to accelerate the pace of activity, even when attempting to initiate an expansion that involves a

certain risk. To the contrary, the new goals, and putting them ahead of other objectives, turn out to be a stimulus for the group of people that participate in the project. Therefore, motivation is fundamental here. In other words, everyone on the payroll should be advanced in direct relationship to their contributions, for their effort in favor of the business and their ability to resolve the daily problems.

Jun 24, 2010 9 PM (Jun 23, 2010 to Jun 25, 2010)

© 6 Mc

SUN CONJUNCT MC

INTENSITY: 2

The Sun is the center of the solar system and its radiation expands toward the rest of the planets, bringing other planetary aspects into focus. It could be said that business may not be for everyone. If the owners of a business have sufficient skillfulness and know how to use opportunities, it is quite probable that the activity generates results. In other words, it is very possible that your commercial or professional activity may bring other subsequent initiatives, something descending from your current business. This solar radiation is fundamentally creative. The vitality and force of your professional activity will depend mostly on the genuine contribution on the part of the leaders of your business. That is to say, you can't allow yourself to fall into routine, because this certainly would be a symptom of decline of the activity. It shows lack of conviction on the part of the owners as well as the personnel, instead of transmitting assurance and self-confidence, and not only a competitive spirit, but also continuous search for better quality in the line of your business, since this is not a large business, neither of things nor inexpensive services that you take little pains with. It is meant to reach excellence in dealing with your clients, the quality of the materials, products or services that are lent; and, as a rule, a wide sense of your vocation, that is to say, to do things because you like to do them, because you are convinced and not because of obligation or routine.

If you follow along those lines, public recognition certainly will follow; that is what results in reputation and prestige of the business. To achieve it, a dose of sincerity is necessary, sincerity among the associates, sincerity among personnel and sincerity with your own reality that surrounds you. Certainly, a business opened during these dates will have the virtue of seeing the face of reality, which will bring advantages to draw things to the maximum, since you will not ever be evading any difficulties. On the contrary, any experience that in principle could be considered as negative, such as a decrease in sales, will be immediately analyzed and experimented with and noted that something is not done correctly. Thus, an attitude of defeat will never exist.

Individual energy indeed motivates this business, where enthusiasm, conviction and the spirit of enterprise of your supervision and personnel will be essential keys for the achievement of success. If the activity of this business is taken with a spirit of sportsmanship in the widest sense of the word, then important qualities like the will, effort, humility and competitiveness will come to the surface.

Thanks to the activity of this business very good social relationships will emerge that can increase your perspectives and become a key to open doors that you would not be able to glimpse until later. For example, the contact with important persons, a conversation with persons who are very creative and provide valuable advice; the appearance of contracts, sales or relationships to people in government or the town hall, as well as progressively building a loyal and select clientele. This doesn't mean to have an exclusive client circle, but to offer something that is good in order to attract what is good, and to refrain from fraud and trickery.

Respect is another element for the right operation of your business. In fact it will be one of the fundamental characteristics of it: mutual respect among the personnel, with the client, in directing or managing your staff.

Dignity, exoneration and openness promotes high human relationships and causes the public to focus especially on your business, and the clients will be motivated to be loyal to you. The clientele will know that in your company they will find serious, professional and warm dealings, and at the same time some impartial and objective advice with the knowledge that everything agreed upon will be fulfilled. In other words, the fundamental golden rule is going to be that "your word is as good as your signature".

In sales, one of the greater resistances on the part of the consumer at the time of buying is distrust, and one of the greater factors that causes the client to break with your establishment is the feeling of being defrauded. To obtain a subtle balance, sincerity and formality is necessary; clearly explaining the advantages and disadvantages of each one of the products and services that are offered. Neither is it good to excessively increase the expectations of the client, nor to give a sense of inadequacy or lack of conviction about the qualities of the product other than what you want to sell. An open and realistic position protects you from possible claims or complaints from your clients.

If you are the owner or one of the owners of a business opened during these dates, you don't have to be afraid of exercising your authority, but should avoid a conceited attitude, being arrogant and bragging. Consider yourself worthy, but not arrogant, sure of yourself, but not boasting, and have trust in your circumstances, but don't be excessively pretentious in your position. If you become aware of your abilities as manager or director, you will see that the creativity and energy existing in your business will be remunerated. See the commercial activity, enterprise or business as an energy exchange with the environment and also as an excellent opportunity to perfect itself, to express your creative abilities, and to develop aspects of your personality that up until now were in the state of potential. With this philosophy you will observe that the control, success and expansion of a business are bound to the right and conscious managing of your own energies. In other words, a balanced position results in balance, polite authority obtains maximum results, and plans in accordance with reality generate successful and auspicious circumstances. Express the best of yourself and you will prove that life at no time is going to fail you. In other words, any creative and industrious energy will always bring the same in return.

Jul 13, 2010 (Jun 26, 2010 to Aug 19, 2010)

4 □ Mc

JUPITER SQUARE MC

INTENSITY: 6

This is a time when the opening of a business can appear to be very good. However, there is a possibility of many oversights in planning things out that it would be recommended, if possible, to delay the beginning of this activity for a few days or weeks. Basically, the problem could be a wrong calculation of the so called "social factor". This means assuming that the public will react a given way and with certain interest toward the approach or product that the business is going to supply. But there are evaluation mistakes that easily could be detected, if a good study of the market was made, although studies of this kind are not exactly inexpensive. Since it is not always possible to take surveys and statistics, it would be advantageous to speak with people, test the product, learn to listen and take advice from people that give their opinions or help to promote the business, etc. You should also observe the greater or smaller saturation of the market that surrounds you and the product or service that is provided, for then you have a more realistic idea of the time that it would take to become a part of that market.

In reality, the greater problem is the expectations the owners or managers of the business have created in designating their strategic plan which is excessively optimistic, far-reaching and expansive. This does not mean that the business can't operate, but that it is making plans for things to produce that are supposed to be marketed in the future. It is as if building a castle out of cards. One must investigate and reflect to determine which elements were miscalculated, since one after the other of those calculations probably were inflated. A mistake in margin on

paper can be relatively important.

However, if the plans were modified, departing from assumptions toward somewhat more "pessimistic", strict or conservative views, it is very probable that the activity of this business will progressively increase. In case the establishment was opened at this time, it is more than probable that you could be modifying deficiencies that have been latent or manifest from its beginning. Briefly, it is essential to curb your expenses and to outline your plans for work that has to be done, and not what is estimated or supposed to be done. Furthermore, it would be wise to evaluate the social factor that can determine in a flash what product or service is more or less in demand: economic crisis, introducing a similar product to the market, price battle among competitors, modes that guide the behavior of the consumer, etc.

Another caution or key issue for a business that may have been opened during the dates listed and already is operating, is to control its indebtedness to the banks, since this at a given moment can turn into a mountain of loans on top of loans, and through re-negotiations will be "paying" the previous ones. It is recommended to plan on stopping this kind of banking and to become mentally strengthened by finding other sources of financing that will not be external. It would be good to reflect on the potentials and strong points of the business, as well as on the possibility of expanding the kind of products or services that are sold in order to increase the income. It is always better to make an aggressive plan or strategy based on one's own resources and not on other's resources. That is to say, it is better to use your head seeking ways of stretching your own money, before you can momentarily relax in an armchair, satisfied to have obtained a new loan from the bank.

It is also important to be concerned about the image of the business, but not to perceive the image simply as a facade of it, but with everything that lured the clients inside. This is accomplished by clients follow-up, giving good technical service or guarantees of some type, maintaining a more frequent communication with them, and putting all of your attention toward establishing a realistic, exemplar and serious relationship with them. The basis of this business is maintaining and increasing its prestige, which cannot be procured in any other way than through support and care of the quality. However, if you intend to earn a few dollars more by reducing the service to clients, it will provoke a loss of part of your clientele in a very short time, which certainly will be a burden for the business.

It is necessary, above all, to invest in what is called human capital or human resources. That is to say, to make sure that the staff of the company has an agreeable work environment, and to motivate the development and growth of everyone in the company. For example, it is important to spend what is necessary and a little more on the training of the personal, organizing workshops, activities, meetings or seminars focused on the improvement of dealing with clients and on better knowledge of the product or service that is being sold.

It is also advisable not to create unreal expectations in the client, but to clearly show the advantages and limitations of the product. Although the advantages should be brought out more, the client must understand the reality of each product or service. Remember that the difference between a buyer and a client solely rests on the first acquisition of goods or services. If the buyer is satisfied with his purchase, and some time later returns to buy the product or service from the same company, he becomes a client. You can't expect to make money with a single sale from a buyer from time to time, but must regard that sale as the beginning of a lasting relationship that can provide a satisfactory business.

Another tendency of this business is to be over committed and then overwhelmed by squeezing too much in the agenda. Because of this, it is necessary that the commitments with clients, suppliers and the personnel will be carried out in an orderly and conscientious way, at all times knowing what was said or promised. One must avoid being too enthusiastic in scheduling tasks, signing papers, making appointments or promises for requested deliveries on the same day.

Aug 1, 2010 (Jun 20, 2010 to Dec 1, 2010)

♀ ♂ Mc

PLUTO OPPOSITION MC

INTENSITY: 8

In general, this is not the best time to begin a social, economic or professional activity, although it is said that "the stars impel but do not compel". The fundamental gray area of this astrological aspect is that the company that opens its doors now will not be overlooked and create a very strong interest. The interest stems from the area of the field in which you want to develop this activity. It is well known that today, in such a competitive society, it never is easy to penetrate the market, since there always are competitors at play. Because of this, it also is probable that those establishments or competitors that already have been operating in the field in question for many years are well controlled and developed, which logically will hinder things for those who just begin. A business opened during these dates can be very stifled by the competitors that have been in business for a long time, which brings greater difficulties in the beginning of the activity.

In any case, the opening of a business during these dates obviously will provide abundant experiences and intense occurrences, but will enrich and enormously mature the owners or founders of the business, including their managers and personnel. Without a doubt, it could bring something new, novel or a new beginning.

The friction can be of various types. For example, in relationship to the competitors there could be fluctuating funds, and seemingly concrete things could be small traps laid for the business that is just beginning. Thus, they think that you are entering the competition in a field that they believe to have controlled.

You will have to be equally cautious with claims, complaints and suggestions of unsatisfied clients, procuring at all times to soften the friction. It is preferable to reduce the profit a bit or even to lose a little in that case, to avoid being hated by people that from then on will have an unfriendly or perhaps belligerent attitude. One of the fundamental keys is to reduce the tension, to soften the circumstances and to avoid unnecessary friction, since this can heat up the atmosphere of the business.

Furthermore, this necessary balance also has to be carried to the area of the inner relationships of the company, procuring that the human relationships will be on a good level, avoiding irritation of personal characteristics and susceptibilities, or that groups or association of pressure with particular interest are generated. This obviously is going to be a job begun by the owners and managers.

Those who run the company will need to have great self-control and cold blood. It is important not to make rash or drastic decisions, to use keen intelligence and have the ability to reflect at all times. Before informing the personnel or the public about a new decision, an offer, or a new product, it is absolutely fundamental that the one directing the business has developed and matured the matter perfectly. Above all, you have to wait patiently for the right time and then take action. The greater the specific weight of each one of your decisions, the greater the possibilities of success and lasting benefits will be.

A lot of psychology and strength is required to handle this business, which means to create an agreeable work environment, to avoid that the people that work for you are continually grumbling, complaining or having a moody attitude. To accomplish this, it is absolutely essential that the first to give an example will be the owners and manager of the business. When people are in a rigid psychological state, negative and not motivated, it generates an atmosphere that scares the clients. It would be preferable to have less personnel that is very motivated before working with big quantity and little quality.

Briefly, it is required to give an "evolutionary approach" to this business, but what does this mean? Fundamentally, it is advisable that the owners as well as the managers and the personnel have a positive attitude about the circumstances. That is to say, they are prepared to take the small failures or the daily difficulties as opportunities to learn things that up until now they didn't know. Thus, if each test or stumble that is presented is adequately and objectively analyzed, and is taken as a part of the reality that is, then the business will increase. On the other hand, if the mistakes or the stumbles are taken as the "wrong day", "bad luck" or simply as something that one must forget, then it is very probable that the difficulties and problems will continue and accumulate, producing untenable pressure. On the other hand, there is a point of inflection or a critical point in which the people working in this business can change their mental attitude and begin to think positively. One must be fully aware of the fact that reality never makes mistakes, and to change the reality surrounding you, that is to say, the circumstances, it is necessary to see and to analyze the face of reality. Only in the reality of the here and now is it possible to establish practical solutions that will bring success.

Aug 2, 2010 (Jun 26, 2010 to Aug 19, 2010)

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This astrological influence (Jup Sqr MC) also occurred on Jul 13, 2010 (peak date). Please refer to this date.

Aug 4, 2010 7 AM (Aug 4, 2010 to Aug 5, 2010)

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MARS SQUARE MC

INTENSITY: 3

A business started during these dates is characterized above all by impulse, initiative and excessive risk. There is a notable capacity for obstacle careers, that is to say, to confront problems and difficulties immediately, without ever doubting your own ability. You have confidence in the possibilities of your business and, generally, never become discouraged or inhibited. Your goals or objectives are very clear and, although some blunders or mistakes are made, your effort and inner energy causes you to continue in spite of certain stumbling blocks.

This business needs to learn to keep its risks in check, because if it relies too much on the ability to make spontaneous decisions, it is quite possible that an overburden or certain tension is produced in the dynamics of the business, as well as the persons that are part of it: owners, executives and underlings. It is necessary to avoid this, to stay within your limits or in a delicate balance. It would be advisable to reflect on your decisions so that the successive transactions are not done blindly. When a specific plan is itemized and calculated beforehand, the opportunities for success increase, not only concerning better results, but also with respect to squandering less energy.

If you don't follow this advice continuously, it is quite probable that in time certain difficulties are prolonged or enlarged. Because of this, you must always keep your cool and above all practice common sense. Even if at given times your activities will be frantic, it is essential to appraise the performance of your establishment so that carrying out your business can be moderated, balanced and firm. To the contrary, if you act too cloddish and foolish, it is very possible that your plans will not go as you thought. For example, the competition could be greater than you had anticipated, or the market toward which you wanted to direct your business will be much more difficult to penetrate than you had expected, or the time it took to obtain your objectives previously will be more delayed than you had anticipated. If you always go to the limit and some unforeseen element emerges that delays things, then the business can really turn bad, since in your performance plan you had not taken into account

the factors called imponderable.

This business has the great advantage of having assurance and confidence in its possibilities, as well as the motivation and enthusiasm that exists in the original idea on the part of the owners and managers. The motivation and self-confidence must be shared. It is very important that a good labor rapport exists and everyone is allowed to participate in the decisions, since that is the only way that everyone understands their duty perfectly. Because of this, it is crucial that the owners or directors keep a cool head, because if you begin to lose your patience or act tense or sharply, it could cause resentment throughout your business. That is to say, those disharmonious energies will also affect your personnel. If one must face a difficult situation or if one must achieve an added effort, it is developing respect in an environment, including companionship. In that way, the people it has bearing on will be integrated parts of the whole, will feel important and notice that their efforts are being sufficiently valued. In this respect it is very important that the owners or the persons making decisions, at times of certain urgency or difficulty, outline things very well before submitting them to subordinates. It is necessary to be realistic about things and, logically, to offer a motivation in the form of incentives, especially in case an extra effort has to be made.

For the business to be successful it is important to achieve and maintain prestige based on giving practical solutions, and rapid and efficient attention to the problems and needs of the clients. This requires a direct and exonerating relationship between the sales person and client. Furthermore, the training of all staff of the business should be up-to-date, having the latest information and being able to answer any question. The key is competitiveness. Although the company may not be the absolute leader in its region, it clearly needs to underline one, two or three concrete aspects that will serve as a frame of reference for the clientele. Thus, for example, you could project the rapid completion of the work, fast delivery of the product, efficiency in maintenance or technical service, or a good previous study about the needs of the clients, for then you are able to satisfy them completely. On the other hand, an exemplary relationship between sales person and client implies that the expectations of the buyer will be realistic and at no time exaggerated. It is necessary to provide sufficient information to the client beforehand, so that he knows as much as possible at the decision of purchase.

Finally, it is necessary to promote good relationships, companionship and respect in the relationships, not only between the sales person and the client, but also among everyone that works in the company. Because of this, it is recommended that social or cultural events are organized, or seminars, including leisure activities. In that way friendship, confidence and companionship is promoted and possible tense situations in work relationships are softened. Furthermore, these can be releases for them in the daily activities of the company.

Aug 24, 2010 (Aug 15, 2010 to Sep 2, 2010)

♁ □ Mc

SATURN SQUARE MC

INTENSITY: 7

A business started during these dates is characterized fundamentally by long term planning, but also by a slow and very laborious development. That is to say, no loose ends are left and in general everything is tried and preset beforehand. Logically, when reality sets in, we find out that this is not always possible. Obviously, logic and planning serve as a control to keep possible random factors at minimum, but this will not always avoid emergency situations that had not been anticipated. The first advice for this business is to avoid inflexibility at all cost, especially in plans of procedure, since it is very probable that reality marks its own step and that one has to adapt to it. An excessive zeal for planning as well as routine cause a lack of motivation, since the persons that participate in the business (managers or personnel) do not have sufficient freedom to develop their creativity. The

owners have to make sure that everything is under control, but shouldn't let things become so "stiff" that it diminishes the contributions or creativity of the personnel.

The first thing one must work on is attempting to maintain motivation at all cost, since the periods of completion of the objectives probably are going to be longer than had been anticipated. This could induce a pessimistic attitude in the owners and managers including the personnel. A series of obstacles of various or bureaucratic nature and arrears in daily matters, such as missing merchandise receipts from the suppliers, poor response of the clients to advertising, or similar factors may appear. However, this should absolutely not discourage you, since through an objective and practical analysis of the situation it is very possible to solve the matter, always remembering to take those small stumbles as teachings or the key that reality is trying to express. Thus, if there is sufficient objectivity, if things are taken philosophically, and if there has been flexibility before the occurrence of the circumstances, without a doubt some fruits will be reaped.

This is a business in which the pace is slow and deliberate. Putting the feet firmly on the ground, taking one step at a time, and once a firm ground is set, continuing with the following movement. It is fundamental to begin with one concrete thing and finish it, then start another one and finish it, thus working successively. In this way you will progress with each step and through this will be able to see that little by little things are going to accelerate and cause a certain stagnation to cease. Even though this is not a business of strong or accelerated pace, it has the great advantage of being able to advance considerably through concentration. That is to say, it is good to specialize and concentrate, above all, on what you wish to obtain, at the same time rejecting what is old, what doesn't work, or simply what requires too much effort and doesn't promise any fruits. One has to develop a basic instinct for knowing how to use one's energy and effort efficiently and, in fact, how to utilize precious time, which actually is worth more than gold. That is to say, the key is found in controlling, allotting and planning for unexpected factors.

Furthermore, saving at the time of investing or buying is one of the essential elements in this business. There is no margin for indebtedness without good reason or to go into debt with more than one account without having adjusted the budget previously. However, one must not make the mistake of thinking that expenses have to be cut everywhere indiscriminately. There are matters in which no sacrifices can be made, as for example the external image, the training of the personal, or simply a sense of abundance that any business must have before the public. One must take into account that money attracts money and wealth attracts wealth, where a poor image doesn't help to lift the wings of a business. This does not mean that the decorative element is the key to success; exactly the opposite, as clients find nothing more important than efficiency, dedication and practical solution to their concrete needs. Anything else is certainly of less importance.

The human factor should never be overlooked in this business, since an excessive zeal for control, seriousness or insistence on the responsibility of everyone can cool the interpersonal relationships within this company. Because of this, it is advisable to have social activities now and then or to have a more relaxed intervention between directors and the personnel to encourage greater mutual confidence.

The keynote of this business is serious, sober and disciplined, and in dealing with clients an effort will be made to encourage tolerance, honesty and sincerity. It is possible that the external image of this business will be rather gray, and in some cases this may not motivate certain people or potential clients to approach the premises. To give a happier, more lively appearance to the environment and the inside of this business certainly would be very advantageous, since this makes people more attracted toward the establishment. To obtain this, you don't have to go overboard, nor is it necessary to change the premises or to incur excessive expenses. Simply make your business more attractive for potential clients and also more agreeable and amicable for those within. This, without a doubt will benefit everyone.

SUN SEXTILE MC

INTENSITY: 1

The Sun is the symbol of the day and of light, and a business or commercial activity started on this day is especially able to be developed in relation to the public. That is to say, a business born during these days will have a special magnetism for people who observe it from its beginning, since they will detect the clarity and luminosity of the establishment, where everything is put up front. One of the strong points of this business is going to be maintaining its prices, always being direct and honest, and dealing with very exclusive clients. Clients will appreciate this sincerity and, because of this, will be especially faithful. If you continue this golden rule and at all cost avoid dishonesty, unclear points, deceptive sales, or concealing certain defects of the product from the clients, then you will obtain maximal results.

One also must take into account that the Sun represents the creation, the creativity, the sublimation of energies and to a certain degree art, which makes this a very auspicious time to begin an activity or investment in one where aesthetics, force, energy and vitality of the idea will be central elements.

If you think of opening a business during these dates, above all there will be personal assurance that your products truly are the best, that they are leaders in the market and present a higher quality than average. Therefore, besides the first characteristic - sincerity of sales - we come to the second essential key of this business: the quality and nobility of the environment. It is not necessary to adorn your business with overly expensive decorations. Take under consideration that for the client the environment of the local or the decorative elements are not as important as the quality of the purchase. To be successful with your business it is essential to be able "to support" those characteristics that the Sun in harmonious position represents. For example, choose those things that offer a greater guarantee and procure to market products of quality and recognized prestige. This is not so much a large business or one in which basically inexpensive things are prevailing. On the contrary, the most advantageous and right approach for an establishment opened during this time is to encourage distinction, confidence in the product and the best of the materials that are used.

As third fundamental element could be mentioned the dynamic force that is going to be in the life of your business. It consists of extroversion, sociableness and an impeccable image. You as well as your personnel should emphasize the need to encourage the prestige of the business. To attain this, the dealings with clients have to be confident, noble, respectful and at the same time warm. In other words, the image, presence and dignity in dealing with the clients will be fundamental, since only this will be able to generate a competent environment and selling relationship. It will be conscientious and makes your personnel aware of the importance that involves the act of purchasing or selling, which product or service it will be, or the idea that is tried. See it as an energy exchange, as a subtle commitment to the person with whom you exchange your forces and to a certain degree your will. Always let the clients be fully aware of their decision and help in a professional way to establish the right approach, application and use of their purchases. An erudite manner, expansive, well informed and optimistic in dealing with people is what allows you to reach that so essential factor called reputation. Furthermore, never hire personnel that, by apparently being less expensive, in reality may not have a real vocation or individual sense of the work they do. If they transmit discouragement, lack of conviction, insecurity and apathy, it could certainly diminish the halo of self-confidence that was considered as fundamental.

Briefly, this is a good time to begin any commercial activity where the possibility of becoming a leader exists. Not necessarily a leader in sales, but in quality, service, personal dealings and giving attention to the clientele.

For example, it is a time suited to open a business that has contact with the public, such as the government, the town hall or the like. Also, the premises have to be as visible as they can be, and if this is not possible, social contacts will be very important, since they will open doors to the business.

Sep 19, 2010 7 PM (Sep 18, 2010 to Sep 21, 2010)

♂ Δ Mc

MARS TRINE MC

INTENSITY: 3

A business opened during these dates is labeled with great dynamism and capacity to struggle. Neither the owners, nor the agents, or the personnel are intimidated by unfavorable circumstances. Because of the existing assertiveness and ability to respond, difficulties are surpassed quickly and generally lead to success. These spontaneous decisions have nothing to do with lack of discipline or doing things haphazardly. To the contrary, this business is characterized by following a very clear and defined path with very specific objectives outlined beforehand. There is the ability to make decisions on the spur of the moment, but without losing sight of the reference or goal that is very clear in the forefront.

It is well known that competition is tough and that the price is dictated by the demand of the public or society. To penetrate the complex interest, trends and preferences of the public, it is essential to develop a personal stamp and a very defined line in the industrial or commercial activities or services that are being offered. This is called efficiency, going directly to the point, or simply giving practical solutions to the problems and needs of the clients. A business opened or started during these dates is going to have all of these qualities. Passiveness or a tendency to conform will never exist, and indecision has no meaning in this business.

The force of this business lies in its capacity to struggle, which never should be understood as aggressiveness, but more as competitiveness. Wanting to be a leader by your own merits and standing out from others is no sin. To the contrary, the one who takes the initiative is the one who gains. In that way the clients observe that the personnel and managers of the business are trying their best to satisfy their needs, always procuring that it will be in the most rapid and direct way possible. Many clients probably patronize this establishment because at others they find too many arrears, certain incompetence or lack of definition. On the other hand, in your company they find quick solutions and immediate service. Everyone gains when the relationship with clients is direct, exonerating, energetic, professional and very clear with respect to commitments. In this connection, it is very important that the client always understands the terms of the negotiation, that is to say, what to expect of the product or service as well as the company, including the quality, price, guarantee on parts or maintenance requirements, etc. If from the beginning the seller clearly outlines the characteristics, conditions, advantages and disadvantages of the product to the clients, mutual confidence is earned.

Simultaneously, the client always appreciates knowing that the person who is going to provide a product or service is honest, trustworthy and enthusiastic about the excellence and quality of things he/she is trying to market. Obviously, if the client observes a degree of insecurity in the seller, it is very probable that he will turn around and is gone. However, if the seller of the product in question is transmitting confidence, security and enthusiasm, there is a much better chance that a spark will emerge that will motivate the buyer to decide on the acquisition of the goods or service. The clients also appreciate fast service on items requested that are momentarily out of stock. Though it may seem strange, many times the seller may unconsciously generate problems or obstacles for himself or his client. This, however, will absolutely not occur in this business, since the owners as well as managers and the personnel have a very clear idea of what they want and how to communicate,

therefore there is no dubiousness or greater complications. Your philosophy is to make everything easy so that the buyer can easily make up his mind.

Finally, one must mention as key factor of this business its ease at the time of assuming risks. That is to say, the mechanism of the entire business as formed by the owners, managers and personnel will not resent it when it becomes necessary to accelerate the pace of activity, even when attempting to initiate an expansion that involves a certain risk. To the contrary, the new goals, and putting them ahead of other objectives, turn out to be a stimulus for the group of people that participate in the project. Therefore, motivation is fundamental here. In other words, everyone on the payroll should be advanced in direct relationship to their contributions, for their effort in favor of the business and their ability to resolve the daily problems.

Sep 26, 2010 11 AM (Sep 25, 2010 to Sep 27, 2010)

☉ □ Mc

SUN SQUARE MC

INTENSITY: 2

A business or investment started during these dates has certain elements against it that have to be considered and analyzed. This does not mean that it will be impossible to surpass these difficulties, since we are speaking of an "intensity" of force that is not excessively detrimental.

To begin with, one must understand that the biggest flaw in the approach to the business is a superiority complex. Because of the high expectations of the owners or founders, the professional or commercial activity probably is born with some pretensions and great exaggeration. However, its position in society will be weak and this will cost this establishment or professional activity its renown, prestige or consideration with the public. As the saying goes: "all that glitters is not gold". This means that the business in question can have too great of a facade and appearance, but for the most part, mistakes are made.

The first mistake can be over confidence. In other words, those responsible for the business have based their plan of operation and investments on goals that are too optimistic. Since insufficient provisions were made and too many things were assumed, problems will start to develop later.

Second, in dealing with clients, you may be too arrogant and inconsiderate of them. This will cause them to shy away at the time of making a decision to purchase. The same applies when your company fails to explain possible errors or to recognize the rights of the customer, even when it is the mistake of a company you deal with.

The third area of conflict is over selling, telling your present or potential clients they are getting more than they are really getting. There is a tendency to exaggerate the advantages and at the same time minimize possible or potential disadvantages of things being sold, which hurts the selling relationship and the client may not be completely satisfied. As a result, some clients buy once, but will not feel like returning. That is to say, the client will be an unsatisfied buyer that will have a negative perception of the company. This will cause prejudice in the loyalty of the clientele toward the business and toward the products, services or brands that it promotes.

The fourth possible mistake, one that can become vital, is what could be called a miscalculation of the "social factor". That is to say, it could occur that your trade or professional enterprise is not in tune with your location or the fad of the moment. It could turn out to be a business of egocentric character; that is to say, the activity has been designed, an investment plan has been achieved, and things have been made to function for the pleasure and personal satisfaction of the owners. There may be a misconception that what you like, others will like. However,

this is not so and shows a real lack of research in the preferences of the potential or current market toward which you want to direct your business. Or you may want to encompass the whole market, that is to say, serve different types of people or classes of clients, which certainly is difficult. To secure the quality and appearance you seek, it would be preferable to establish a marketing approach where the policy of the business is directed to a specific sector of the population. But if you plan on covering all of the market, the personality or definition of your business probably will be so ambiguous, mixed or undefined with the marketing of your product or service that few persons will identify with it.

The perfect solution to this situation can be described with one word: creativity. Creativity can cause a business that did not bear the fruits expected to surpass the difficulties through new ideas, contributions and appropriate rectifications. Creativity, enthusiasm and originality of the proprietors or owners of the business can turn the situation from gray to more luminous. However, these decisions or rectifications should not be made too quickly, since the typical mistake of some businesses is trying one approach after another before realizing that the previous one has not worked out. This, as seen by the public, supposes an image of insecurity and of the fact that the company or its owners do not know what they want. Because of this, the decisions of change should be made very deliberate and with an adequate developing process. That is to say, seeing all the particulars of the case, submitting the ideas or the plans to test before executing them, and not to fall into new egocentric attitudes. To surpass the last mentioned, it is necessary to listen to the clients and to observe their comments as valuable and interesting keys, and to improve the perspective or the approach of the business accordingly. To know how to listen can be an essential key to rectifying and improving the situation.

Oct 26, 2010 (Jun 20, 2010 to Dec 1, 2010)

♄ ♁ Mc

This astrological influence (Plu Oppos MC) also occurred on Aug 1, 2010 (peak date). Please refer to this date.

Oct 26, 2010 7 PM (Oct 25, 2010 to Oct 27, 2010)

☉ △ Mc

SUN TRINE MC

INTENSITY: 2

The Sun is the symbol of the day and of light, and a business or commercial activity started on this day is especially able to be developed in relation to the public. That is to say, a business born during these days will have a special magnetism for people who observe it from its beginning, since they will detect the clarity and luminosity of the establishment, where everything is put up front. One of the strong points of this business is going to be maintaining its prices, always being direct and honest, and dealing with very exclusive clients. Clients will appreciate this sincerity and, because of this, will be especially faithful. If you continue this golden rule and at all cost avoid dishonesty, unclear points, deceptive sales, or concealing certain defects of the product from the clients, then you will obtain maximal results.

One also must take into account that the Sun represents the creation, the creativity, the sublimation of energies and to a certain degree art, which makes this a very auspicious time to begin an activity or investment in one where aesthetics, force, energy and vitality of the idea will be central elements.

If you think of opening a business during these dates, above all there will be personal assurance that your products truly are the best, that they are leaders in the market and present a higher quality than average. Therefore, besides the first characteristic - sincerity of sales - we come to the second essential key of this business: the quality and

nobility of the environment. It is not necessary to adorn your business with overly expensive decorations. Take under consideration that for the client the environment of the local or the decorative elements are not as important as the quality of the purchase. To be successful with your business it is essential to be able "to support" those characteristics that the Sun in harmonious position represents. For example, choose those things that offer a greater guarantee and procure to market products of quality and recognized prestige. This is not so much a large business or one in which basically inexpensive things are prevailing. On the contrary, the most advantageous and right approach for an establishment opened during this time is to encourage distinction, confidence in the product and the best of the materials that are used.

As third fundamental element could be mentioned the dynamic force that is going to be in the life of your business. It consists of extroversion, sociableness and an impeccable image. You as well as your personnel should emphasize the need to encourage the prestige of the business. To attain this, the dealings with clients have to be confident, noble, respectful and at the same time warm. In other words, the image, presence and dignity in dealing with the clients will be fundamental, since only this will be able to generate a competent environment and selling relationship. It will be conscientious and makes your personnel aware of the importance that involves the act of purchasing or selling, which product or service it will be, or the idea that is tried. See it as an energy exchange, as a subtle commitment to the person with whom you exchange your forces and to a certain degree your will. Always let the clients be fully aware of their decision and help in a professional way to establish the right approach, application and use of their purchases. An erudite manner, expansive, well informed and optimistic in dealing with people is what allows you to reach that so essential factor called reputation. Furthermore, never hire personnel that, by apparently being less expensive, in reality may not have a real vocation or individual sense of the work they do. If they transmit discouragement, lack of conviction, insecurity and apathy, it could certainly diminish the halo of self-confidence that was considered as fundamental.

Briefly, this is a good time to begin any commercial activity where the possibility of becoming a leader exists. Not necessarily a leader in sales, but in quality, service, personal dealings and giving attention to the clientele.

For example, it is a time suited to open a business that has contact with the public, such as the government, the town hall or the like. Also, the premises have to be as visible as they can be, and if this is not possible, social contacts will be very important, since they will open doors to the business.

Dec 12, 2010 7 AM (Dec 12, 2010 to Dec 13, 2010)

♂ ♃ Mc

MARS OPPOSITION MC

INTENSITY: 2

A business started during these dates is characterized above all by impulse, initiative and excessive risk. There is a notable capacity for obstacle careers, that is to say, to confront problems and difficulties immediately, without ever doubting your own ability. You have confidence in the possibilities of your business and, generally, never become discouraged or inhibited. Your goals or objectives are very clear and, although some blunders or mistakes are made, your effort and inner energy causes you to continue in spite of certain stumbling blocks.

This business needs to learn to keep its risks in check, because if it relies too much on the ability to make spontaneous decisions, it is quite possible that an overburden or certain tension is produced in the dynamics of the business, as well as the persons that are part of it: owners, executives and underlings. It is necessary to avoid this, to stay within your limits or in a delicate balance. It would be advisable to reflect on your decisions so that the successive transactions are not done blindly. When a specific plan is itemized and calculated beforehand, the

opportunities for success increase, not only concerning better results, but also with respect to squandering less energy.

If you don't follow this advice continuously, it is quite probable that in time certain difficulties are prolonged or enlarged. Because of this, you must always keep your cool and above all practice common sense. Even if at given times your activities will be frantic, it is essential to appraise the performance of your establishment so that carrying out your business can be moderated, balanced and firm. To the contrary, if you act too cloddish and foolish, it is very possible that your plans will not go as you thought. For example, the competition could be greater than you had anticipated, or the market toward which you wanted to direct your business will be much more difficult to penetrate than you had expected, or the time it took to obtain your objectives previously will be more delayed than you had anticipated. If you always go to the limit and some unforeseen element emerges that delays things, then the business can really turn bad, since in your performance plan you had not taken into account the factors called imponderable.

This business has the great advantage of having assurance and confidence in its possibilities, as well as the motivation and enthusiasm that exists in the original idea on the part of the owners and managers. The motivation and self-confidence must be shared. It is very important that a good labor rapport exists and everyone is allowed to participate in the decisions, since that is the only way that everyone understands their duty perfectly. Because of this, it is crucial that the owners or directors keep a cool head, because if you begin to lose your patience or act tense or sharply, it could cause resentment throughout your business. That is to say, those disharmonious energies will also affect your personnel. If one must face a difficult situation or if one must achieve an added effort, it is developing respect in an environment, including companionship. In that way, the people it has bearing on will be integrated parts of the whole, will feel important and notice that their efforts are being sufficiently valued. In this respect it is very important that the owners or the persons making decisions, at times of certain urgency or difficulty, outline things very well before submitting them to subordinates. It is necessary to be realistic about things and, logically, to offer a motivation in the form of incentives, especially in case an extra effort has to be made.

For the business to be successful it is important to achieve and maintain prestige based on giving practical solutions, and rapid and efficient attention to the problems and needs of the clients. This requires a direct and exonerating relationship between the sales person and client. Furthermore, the training of all staff of the business should be up-to-date, having the latest information and being able to answer any question. The key is competitiveness. Although the company may not be the absolute leader in its region, it clearly needs to underline one, two or three concrete aspects that will serve as a frame of reference for the clientele. Thus, for example, you could project the rapid completion of the work, fast delivery of the product, efficiency in maintenance or technical service, or a good previous study about the needs of the clients, for then you are able to satisfy them completely. On the other hand, an exemplary relationship between sales person and client implies that the expectations of the buyer will be realistic and at no time exaggerated. It is necessary to provide sufficient information to the client beforehand, so that he knows as much as possible at the decision of purchase.

Finally, it is necessary to promote good relationships, companionship and respect in the relationships, not only between the sales person and the client, but also among everyone that works in the company. Because of this, it is recommended that social or cultural events are organized, or seminars, including leisure activities. In that way friendship, confidence and companionship is promoted and possible tense situations in work relationships are softened. Furthermore, these can be releases for them in the daily activities of the company.

SUN OPPOSITION MC

INTENSITY: 1

A business or investment started during these dates has certain elements against it that have to be considered and analyzed. This does not mean that it will be impossible to surpass these difficulties, since we are speaking of an "intensity" of force that is not excessively detrimental.

To begin with, one must understand that the biggest flaw in the approach to the business is a superiority complex. Because of the high expectations of the owners or founders, the professional or commercial activity probably is born with some pretensions and great exaggeration. However, its position in society will be weak and this will cost this establishment or professional activity its renown, prestige or consideration with the public. As the saying goes: "all that glitters is not gold". This means that the business in question can have too great of a facade and appearance, but for the most part, mistakes are made.

The first mistake can be over confidence. In other words, those responsible for the business have based their plan of operation and investments on goals that are too optimistic. Since insufficient provisions were made and too many things were assumed, problems will start to develop later.

Second, in dealing with clients, you may be too arrogant and inconsiderate of them. This will cause them to shy away at the time of making a decision to purchase. The same applies when your company fails to explain possible errors or to recognize the rights of the customer, even when it is the mistake of a company you deal with.

The third area of conflict is over selling, telling your present or potential clients they are getting more than they are really getting. There is a tendency to exaggerate the advantages and at the same time minimize possible or potential disadvantages of things being sold, which hurts the selling relationship and the client may not be completely satisfied. As a result, some clients buy once, but will not feel like returning. That is to say, the client will be an unsatisfied buyer that will have a negative perception of the company. This will cause prejudice in the loyalty of the clientele toward the business and toward the products, services or brands that it promotes.

The fourth possible mistake, one that can become vital, is what could be called a miscalculation of the "social factor". That is to say, it could occur that your trade or professional enterprise is not in tune with your location or the fad of the moment. It could turn out to be a business of egocentric character; that is to say, the activity has been designed, an investment plan has been achieved, and things have been made to function for the pleasure and personal satisfaction of the owners. There may be a misconception that what you like, others will like. However, this is not so and shows a real lack of research in the preferences of the potential or current market toward which you want to direct your business. Or you may want to encompass the whole market, that is to say, serve different types of people or classes of clients, which certainly is difficult. To secure the quality and appearance you seek, it would be preferable to establish a marketing approach where the policy of the business is directed to a specific sector of the population. But if you plan on covering all of the market, the personality or definition of your business probably will be so ambiguous, mixed or undefined with the marketing of your product or service that few persons will identify with it.

The perfect solution to this situation can be described with one word: creativity. Creativity can cause a business that did not bear the fruits expected to surpass the difficulties through new ideas, contributions and appropriate rectifications. Creativity, enthusiasm and originality of the proprietors or owners of the business can turn the situation from gray to more luminous. However, these decisions or rectifications should not be made too quickly,

since the typical mistake of some businesses is trying one approach after another before realizing that the previous one has not worked out. This, as seen by the public, supposes an image of insecurity and of the fact that the company or its owners do not know what they want. Because of this, the decisions of change should be made very deliberate and with an adequate developing process. That is to say, seeing all the particulars of the case, submitting the ideas or the plans to test before executing them, and not to fall into new egocentric attitudes. To surpass the last mentioned, it is necessary to listen to the clients and to observe their comments as valuable and interesting keys, and to improve the perspective or the approach of the business accordingly. To know how to listen can be an essential key to rectifying and improving the situation.

Feb 8, 2011 (Feb 3, 2011 to Feb 13, 2011)

♃ □ Mc

This astrological influence (Jup Sqr MC) also occurred on Aug 2, 2010 (peak date). Please refer to this date.

Feb 22, 2011 6 AM (Feb 22, 2011 to Feb 23, 2011)

☉ Δ Mc

This astrological influence (Sun Trine MC) also occurred on Oct 26, 2010 (peak date). Please refer to this date.

Feb 27, 2011 4 AM (Feb 25, 2011 to Feb 28, 2011)

♂ Δ Mc

This astrological influence (Mar Trine MC) also occurred on Sep 19, 2010 (peak date). Please refer to this date.

Mar 24, 2011 6 AM (Mar 24, 2011 to Mar 25, 2011)

☉ □ Mc

This astrological influence (Sun Sqr MC) also occurred on Sep 26, 2010 (peak date). Please refer to this date.

Apr 6, 2011 9 AM (Apr 5, 2011 to Apr 7, 2011)

♂ □ Mc

MARS SQUARE MC

INTENSITY: 3

A business started during these dates is characterized above all by impulse, initiative and excessive risk. There is a notable capacity for obstacle careers, that is to say, to confront problems and difficulties immediately, without ever doubting your own ability. You have confidence in the possibilities of your business and, generally, never become discouraged or inhibited. Your goals or objectives are very clear and, although some blunders or mistakes are made, your effort and inner energy causes you to continue in spite of certain stumbling blocks.

This business needs to learn to keep its risks in check, because if it relies too much on the ability to make spontaneous decisions, it is quite possible that an overburden or certain tension is produced in the dynamics of the business, as well as the persons that are part of it: owners, executives and underlings. It is necessary to avoid this, to stay within your limits or in a delicate balance. It would be advisable to reflect on your decisions so that the successive transactions are not done blindly. When a specific plan is itemized and calculated beforehand, the opportunities for success increase, not only concerning better results, but also with respect to squandering less energy.

If you don't follow this advice continuously, it is quite probable that in time certain difficulties are prolonged or enlarged. Because of this, you must always keep your cool and above all practice common sense. Even if at given times your activities will be frantic, it is essential to appraise the performance of your establishment so that carrying out your business can be moderated, balanced and firm. To the contrary, if you act too cloddish and foolish, it is very possible that your plans will not go as you thought. For example, the competition could be greater than you had anticipated, or the market toward which you wanted to direct your business will be much more difficult to penetrate than you had expected, or the time it took to obtain your objectives previously will be more delayed than you had anticipated. If you always go to the limit and some unforeseen element emerges that delays things, then the business can really turn bad, since in your performance plan you had not taken into account the factors called imponderable.

This business has the great advantage of having assurance and confidence in its possibilities, as well as the motivation and enthusiasm that exists in the original idea on the part of the owners and managers. The motivation and self-confidence must be shared. It is very important that a good labor rapport exists and everyone is allowed to participate in the decisions, since that is the only way that everyone understands their duty perfectly. Because of this, it is crucial that the owners or directors keep a cool head, because if you begin to lose your patience or act tense or sharply, it could cause resentment throughout your business. That is to say, those disharmonious energies will also affect your personnel. If one must face a difficult situation or if one must achieve an added effort, it is developing respect in an environment, including companionship. In that way, the people it has bearing on will be integrated parts of the whole, will feel important and notice that their efforts are being sufficiently valued. In this respect it is very important that the owners or the persons making decisions, at times of certain urgency or difficulty, outline things very well before submitting them to subordinates. It is necessary to be realistic about things and, logically, to offer a motivation in the form of incentives, especially in case an extra effort has to be made.

For the business to be successful it is important to achieve and maintain prestige based on giving practical solutions, and rapid and efficient attention to the problems and needs of the clients. This requires a direct and exonerating relationship between the sales person and client. Furthermore, the training of all staff of the business should be up-to-date, having the latest information and being able to answer any question. The key is competitiveness. Although the company may not be the absolute leader in its region, it clearly needs to underline one, two or three concrete aspects that will serve as a frame of reference for the clientele. Thus, for example, you could project the rapid completion of the work, fast delivery of the product, efficiency in maintenance or technical service, or a good previous study about the needs of the clients, for then you are able to satisfy them completely. On the other hand, an exemplary relationship between sales person and client implies that the expectations of the buyer will be realistic and at no time exaggerated. It is necessary to provide sufficient information to the client beforehand, so that he knows as much as possible at the decision of purchase.

Finally, it is necessary to promote good relationships, companionship and respect in the relationships, not only between the sales person and the client, but also among everyone that works in the company. Because of this, it is recommended that social or cultural events are organized, or seminars, including leisure activities. In that way friendship, confidence and companionship is promoted and possible tense situations in work relationships are softened. Furthermore, these can be releases for them in the daily activities of the company.

SUN SEXTILE MC

INTENSITY: 1

The Sun is the symbol of the day and of light, and a business or commercial activity started on this day is especially able to be developed in relation to the public. That is to say, a business born during these days will have a special magnetism for people who observe it from its beginning, since they will detect the clarity and luminosity of the establishment, where everything is put up front. One of the strong points of this business is going to be maintaining its prices, always being direct and honest, and dealing with very exclusive clients. Clients will appreciate this sincerity and, because of this, will be especially faithful. If you continue this golden rule and at all cost avoid dishonesty, unclear points, deceptive sales, or concealing certain defects of the product from the clients, then you will obtain maximal results.

One also must take into account that the Sun represents the creation, the creativity, the sublimation of energies and to a certain degree art, which makes this a very auspicious time to begin an activity or investment in one where aesthetics, force, energy and vitality of the idea will be central elements.

If you think of opening a business during these dates, above all there will be personal assurance that your products truly are the best, that they are leaders in the market and present a higher quality than average. Therefore, besides the first characteristic - sincerity of sales - we come to the second essential key of this business: the quality and nobility of the environment. It is not necessary to adorn your business with overly expensive decorations. Take under consideration that for the client the environment of the local or the decorative elements are not as important as the quality of the purchase. To be successful with your business it is essential to be able "to support" those characteristics that the Sun in harmonious position represents. For example, choose those things that offer a greater guarantee and procure to market products of quality and recognized prestige. This is not so much a large business or one in which basically inexpensive things are prevailing. On the contrary, the most advantageous and right approach for an establishment opened during this time is to encourage distinction, confidence in the product and the best of the materials that are used.

As third fundamental element could be mentioned the dynamic force that is going to be in the life of your business. It consists of extroversion, sociableness and an impeccable image. You as well as your personnel should emphasize the need to encourage the prestige of the business. To attain this, the dealings with clients have to be confident, noble, respectful and at the same time warm. In other words, the image, presence and dignity in dealing with the clients will be fundamental, since only this will be able to generate a competent environment and selling relationship. It will be conscientious and makes your personnel aware of the importance that involves the act of purchasing or selling, which product or service it will be, or the idea that is tried. See it as an energy exchange, as a subtle commitment to the person with whom you exchange your forces and to a certain degree your will. Always let the clients be fully aware of their decision and help in a professional way to establish the right approach, application and use of their purchases. An erudite manner, expansive, well informed and optimistic in dealing with people is what allows you to reach that so essential factor called reputation. Furthermore, never hire personnel that, by apparently being less expensive, in reality may not have a real vocation or individual sense of the work they do. If they transmit discouragement, lack of conviction, insecurity and apathy, it could certainly diminish the halo of self-confidence that was considered as fundamental.

Briefly, this is a good time to begin any commercial activity where the possibility of becoming a leader exists. Not necessarily a leader in sales, but in quality, service, personal dealings and giving attention to the clientele.

For example, it is a time suited to open a business that has contact with the public, such as the government, the town hall or the like. Also, the premises have to be as visible as they can be, and if this is not possible, social contacts will be very important, since they will open doors to the business.

May 12, 2011 (Apr 21, 2011 to Jun 12, 2011)

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URANUS SQUARE MC

INTENSITY: 8

A business established during these dates is characterized by having a strong originality, which could turn into eccentricity, if carried to the extreme. It generates peculiar pursuits and unforeseen changes in the life of this company, which are not easily controllable.

This business clearly is different from the rest of the establishments of the same type in the region. Above all, from the first moment on the owners intended that the characteristics of the business, the type of products or services that it markets, the presentation of the same, the decoration and, as a rule, the organization, will have innovative, attractive and peculiar characteristics. All of this obviously is based on the inventiveness of the owners or founders and is strengthened by the principle that their business will be something different and modern. This, logically, is difficult, if it is carried to the limits, which would mean introducing trends that are too fanciful or different with respect to the competitors. Thus, if this happened, part of the public would tend to see this business as too picturesque, which not necessarily guarantees that they are going to approach you as clients.

There is the risk that many of those initial positions of progress, modernization and originality simply remain a utopia, since the ideas are too far out. What happens is that the mind of the owners or founders works too fast and although they view things clearly, at the time of putting them into practice, they frequently clash with the daily circumstances. Then it is noticed that reality is much slower than initially was anticipated, and what is referred to as the time factor is revealed. The initial position of the business probably had been very strong, potent and explosive, thinking to have a glowing take-off in the operation, however, this will not come about as had been anticipated. To establish a business during these dates requires a great capacity for realism and, in that way, being able to materialize the original plans and designs that have been prepared for. It is preferable to begin one thing and not be concerned about another new one before the first one was thoroughly finished and its practical results evaluated. In other words, there is a risk of acting by bursts or take-offs, apparently relying on "intuition", which isn't always infallible.

It is advisable that the owners or managers of the business never make decisions in moments of stress, edginess or haste, since that could suppose an overly erratic way of performance. It certainly is good to have the ability to make decisions on the spur of the moment, but doesn't mean that everything should be left to spontaneous and free decisions. To achieve success in this business, above all, organization and discipline from day to day is required.

Another problem to consider is that the strategies, the daily meetings, and also the motto that is transmitted to the personnel is too intellectualized, that is to say, the positions are nice, idealistic and well designed, but this doesn't mean that at the time of putting them into practice they will be applicable. It is necessary to be more concrete, more specific, more realistic and more organized in the utilization of time, so that in this way a good idea will be followed by the right application and success.

It is essential to use reason and common sense in making decisions and a practical plan of action. The owners and managers certainly have great ability for this and need to be relaxed, to take things calmly and to think each point

through sufficiently, in order to obtain greater significance, prudence and soundness in their positions. This business has the ability to reflect, is rapid, dynamic and frisky, but needs to focus better and to be more specific in decisions and concrete mottos. This allows the frantic pace, in which this business sometimes is immersed in, to gradually being controlled.

Another important factor to be cultivated is communication on all levels. Not only the communication of the business itself, for example the exchange of words with the clients, but also the communication within the bosom of the company. It is vital in a business under the influence of Uranus that the work meetings and the personal contact between managers and personnel, as well as among the personnel, will be frequent and in a friendly manner. If the level of communication is kept up, the coordination in the company and its different levels will increase, which will produce interesting short term gains, even if is tried in a very small company of only three or four people. It is necessary to avoid coldness in the interpersonal relationships within the company, as well as in relationship to the public. In the last case it is tried to give personalized treatment to each client. Occasionally it may seem that the clients only seek to buy a simple product, but the psychological component is fundamental at the time of purchase and, especially, in choosing the establishment. Because of this, it is strongly recommended that the persons dealing with the public are trained sufficiently to give concrete, specific and motivational responses to the individual needs of each client.

The owners or proprietors occasionally can make the mistake of detaching themselves excessively from the business, which in principle will not have good results. They don't want to be tied to the company, perhaps to develop other activities simultaneously. This generally results in problems, since events could occur that were not anticipated and that require their attention again. In this case we can certainly say that "too many irons in the fire lies in the mind of the beholder", which will be a business that will require a great deal of personal attention on the part of those that have put it under way. Sometimes the owners will think that simply contracting someone with good training or good specialization will be sufficient to carry on. However, this type of personnel frequently operates on a theoretical level, but at the time of practice they show a lack of experience, and the owners will have to return to take charge of the situation in order to obtain the success wanted.