



PROFESSIONAL PIXIE

Become an Online Astrologer

a course for aspiring astrologers

The Dark Pixie
ASTROLOGY

If I was starting over . . . this would be my schedule!

I had no earthly idea what I was doing when I first got started with The Dark Pixie Astrology. I just made it up as I went along! So you too can go along haphazardly and still create a business as many of us do. But I started thinking about what I would do if I had to start over from scratch knowing everything I know now. I definitely wouldn't be so haphazard!

With that in mind, I wanted to write out what I would do if I was starting over, point by point. If you haven't gotten started yet (or are starting over), you can follow it like a schedule. I'm thinking it would be about 5 hours per week for 6-9 months. Nope, not days or weeks - this is a long haul situation!

I'd do a ton of prep work before even launching first so I could get moving right away. The outline is up to 7 months of pre-launch work (but I'd imagine it being probably more like 3-4 months if you're serious about it).

Throughout the prep time, I'd focus on coming up with a business name, and secure the domain and social media handles, and set up an email account. This isn't included in the outline because it's not really needed until you're ready to actually start building the website, so there will be lots of time to figure that out. You will be stuck with it, so you want to make sure you WANT to be stuck with it!

Now, on to the schedule . . .

First: Drill down on readings.

A suuuper common thing astrologers and other readers do is offer way too many reading options. Not judging, I did it too! But there is such a thing as [choice overload or overchoice](#). We humans can only handle having a handful of options when it comes to making personal decisions. It's said the max is 5-7 options before we all turn into Libras and call it quits (coming from a Libra - now you know how it feels to be one of us!).

With that in mind, I recommend people choose 2-5 reading options and cut it off at that. Want to offer more? Have a custom reading option where people can contact you if they have a specific reading in mind that isn't listed. When I trimmed away the fat, I found 2 worked well for me, one natal soul and one 6 month predictive. So if I was starting over, I'd probably just have those two, and maybe one smaller reading to serve as the "entry level" reading (lower priced to get people in the door).

Which readings you choose is up to you. You may want to offer a few different natal chart options, a few different predictive options, numbers of questions (1 question, 2 question, 3 question, etc.), the amount of time (30 minute, 60 minute, 90 minute, etc.), or specific focuses (various love readings, various career readings, astrocartography, horary, electional, etc.).

This may seem like a lot of different choices for yourself (choice overload! lol), but in reality, this should be easy for you to choose if you've done enough practice readings. Practice readings aren't just to help you get better at doing readings and create a structure - they also help you figure out your specialities. If you don't know that yet, you probably haven't done enough practice readings - so go do them!

I would also choose how I'm going to deliver the readings. As a writer at heart, I gravitated right to written readings via email; you can choose to do them in person, or online as written emails, recorded audio or video you send to them, live online via Skype or on social media, over the phone, text - there's so many options! But you choose whatever is most comfortable for you because that'll yield the best readings.

Once I know the readings I'm offering and how I'm delivering them, I have an idea of how long it'll take for each (if you don't, yet again, you haven't done enough practice readings). This allows me to determine pricing. I say you should price your readings to start at \$30-50/hour. Lower than that, and you screw yourself long-term. I know because I did that! (I started at only \$3/hour - yep you read that right!) This also allows me to determine how many I can schedule each week or month, so I know how many I can book at any time.

TO DO:

- **Choose readings to perform and how to deliver them, then determine pricing and amount I can do**

TIME SPENT: 1-2 weeks

Second: Create a lead magnet.

A lead magnet is something people sign up to get for free using their email address and they're put on your email list (you've probably signed up for a million of them!). Also called an opt-in offer, lead magnets are specifically going to tie into what you sell.

I know that a huge mistake I made was waiting way too long to build an email list (started The Dark Pixie Astrology in 2011 but waited until 2014 to start the email list - oh the lost time!). So I'd want to start that right away!

Another huge mistake I made was not making sure my opt-ins tied directly into what I'm selling. What a big difference that can make! So I would absolutely make sure that the lead magnet ties into the readings that I'm offering, and is something that someone who wanted one of the readings would want to sign up for.

The list building class goes into the different types of opt-in offers (there are a ton!). I'd probably go with a checklist or workbook that gets people interested in readings, so maybe something that helps them get started themselves so getting a reading would be a natural extension once they reach the point of frustration.

My first offer was the Understand Your Heart, Mind, & Body With Astrology Workbook - it outlined 6 points in the natal chart that tie into love, mental energy, and the physical self in a workbook style, and that luckily did tie into readings, but more natal and not predictive (which is what I was focused on at the time). So I'd probably opt to do something similar, but making sure it actually focuses on the readings I'm offering.

TO DO:

- **Determine the lead magnet I want to use and create it**

TIME SPENT: 1-2 weeks

Third: Create blog articles.

If I were starting over, I would want a website with a blog, personally. I didn't do much with the blog on the site for a long time (only used it for archiving pretty much), so I'd want to do more a second time around. Blogs offer opportunities to replenish your website constantly with new content that has the potential to reach more people. Good thing!

But I wouldn't want to let the blog waste away, so before ever launching the website, I'd want to create 10 blog articles. 4 would be published right away so the blog isn't empty, and the remaining 6 would be published once a week for 6 weeks (this way I wouldn't have to worry about that right after launching the website).

Again, being a writer at heart, I'd opt to keep them written, but you can choose to do them as audio or video.

I'd try to make the blog articles tie into the lead magnet and the readings I'm going to offer. This creates a nice little loop between them so someone who reads the blog article would be more likely to sign up for the lead magnet and get a reading. The articles could focus on something specific or general, they could be evergreen (always relevant) or time-specific (but I'd have to make sure the website is launched in time for them to be used).

So for example, if I decided to focus on relationship readings, I could do a series of blog articles focusing on love astrology; if I decided to focus on predictive readings, I could write articles about transits.

TO DO:

- **Come up with 10 blog article ideas that tie into my lead magnet and readings and write them**

TIME SPENT: 5-10 weeks

Fourth: Create learning pages.

I accidentally stumbled on the interpretations pages on the website! I had originally put up the Moon pages (which were originally from a book I never published) to showcase my writing for potential freelance writing clients (since that was a focus at the time). Then one day I looked at analytics and realized I was getting almost 20,000 page views for them - was shocked!

SEO can be tricky, and confusing, and frustrating, but luckily for us, the kinds of learning pages we can create (which tend to be rich lessons or lots of interpretations) are natural SEO bonanzas. You don't even have to know anything about SEO. I just stumbled into it!

So if I was starting over again, I'd definitely add interpretations pages, but I'd want to do a set of them (I have transit, natal, progressed, and composite on the site now, so I'd choose one and do that set so it's ready when the website launched). You could instead do something for the signs (that ends up being very popular on social media).

TO DO:

- **Choose a set of learning pages to write and write them**

TIME SPENT: 3-6 weeks

Fifth: Create social media content.

Aside of waiting too long to start an email list, I also waited too long to get on social media. I just hate it so much! LOL! So if I was starting over, I'd bite the bullet and get on one of the big 4 + Pinterest right away, even before actually launching the website. I'd want to create 4-6 weeks of content for the chosen social media platform (Facebook, Instagram, Youtube, or Twitter), and I'd start publishing once I start setting up the website.

If I'm not sure which to use, I'd play around with each for a few days before choosing. For Pinterest, I'd create images for the 10 blog articles, the lead magnet, what readings I'll be selling, the lessons pages, and some extras (like Zodiac sign info).

TO DO:

- **Create 4-6 weeks of social media content for one of the big 4 and create Pinterest images for blog articles, lead magnet, readings, lessons, and extras**

TIME SPENT: 3-4 weeks

Sixth: Build the website.

Now comes time to build the website! All of my content has been created, so now I'm ready to get the website put together. I'd create the main pages needed: home, about, contact, services, learning pages, opt-in page (for the lead magnet), and privacy policy/terms and conditions. One at a time!

Before building, I'd choose which website builder I want to use. If I'm not sure, I'd try out a few and see which is easiest. That's what I did for The Dark Pixie Astrology (and how it was built on Weebly).

I would also start the social media account and Pinterest. On the social media account, I'd follow relevant accounts, interact with people in this niche, and get more social. On Pinterest, I'd set the account up (fill out my profile and description, add an avatar, create 15-20 boards and fill with 50-75 repins each, and follow accounts in this niche).

TO DO:

- **Build the website and get started on social media!**

TIME SPENT: 3-4 weeks

Seventh: Launch the website.

At this point, it's been 16-28 weeks of pre-launch (4-7 months), so it's been a lot of preparing! Now the website is ready to launch. I'd publish 4 of the blog articles right away so there is something to be able to link to in addition to the learning pages on social and Pinterest.

I'd also create another 3-4 weeks of social media content during this time to hold me over as I finish up the rest of the work.

TO DO:

- **Launch website with 4 blog articles and create one month of social media content**

TIME SPENT: 1-2 weeks

Eighth: Set up with an email service provider.

Now that the website is launched, I'd want to set up the email service provider. If I'm not sure who I want to use, I'd play around with a few and then choose. Once chosen, I'd set up the lead magnet so I can put that offer up all over the website, in every blog post, and on social media.

TO DO:

- **Pick an email service provider and set up with the lead magnet**

TIME SPENT: 1-2 weeks

Ninth: Use social media to start getting my first clients.

This is outlined in the reading section of the course, but a quick way to get your first clients can be to use social media. On your chosen platform, reach out directly to anyone who interacts with your content on that platform within 24 hours (so they still remember you). You can offer them a special reading, special discount, or a quick intro offer (like a 15 minute consultation), and then segway them to a full regular reading.

I'd also do some special events on the platform, like Facebook Lives on Facebook, IGTV on Instagram, live stream on Youtube, or a Twitter chat on Twitter. I can then offer at the end a special reading offer.

I'd also constantly link to my website pages and blog articles on the platform and Pinterest (every day!).

TO DO:

- **Get clients using social media, do an event on social, and link a lot**

TIME SPENT: 1-2 weeks

TOTAL: 3-6 weeks of launch period; 19-34 weeks total (5-9 months)

At this point, I'd want to get in a rhythm with content creation for the blog, newsletter, and social media, and create one week's worth every week, two week's worth every two weeks, or one month's work once a month. Getting into a rhythm helps with my schedule and keeps me on track. This can be scheduled and automated to ease my future workload.

If social media doesn't work for getting clients, I'd join an astrology community online or Facebook group and answer questions daily, and provide mini readings once a week to start gathering interest and clients. Once I have a client list of at least 20, I'll start reaching back out to them to get them to keep coming back.

Over the next 3-6 months:

Then it becomes about branching out. I'd make a list of places that I can potentially guest contribute to (who I follow comes first; I'd follow their guidelines if they have any, and come up with ideas for content that can fit in with what they have naturally; I'd try to form a relationship with some as well). I'd pitch to 5-10, and then provide content to any who say yes!

I'd also create another lead magnet or mini content upgrades for the blog articles to get more email subscribers, and start preparing for another offering (reading/consult, product, training, or coaching). More focus would be put on getting people on the email list so I have more potential buyers.