

's

(your name)

Business Plan

1

Mission Statement, Summary, and Description

Everything in your business should align with your mission statement. Do a search for sample mission statements to get an idea. Write a summary of your business plan and what you want to achieve.

Astro tip: See which planet is most prominent in your chart between Uranus, Neptune, and Pluto. This can show how you connect with the masses and what your statement should revolve around.

2

Competitor Analysis

Research your potential competition. This helps you see what's working for them that can also work for you, and figure out how you can stand out from the crowd to make your own name.

Astro tip: Uranus house placement, 11th house sign and planets, and Aquarius house placement show what's different about you.

3

Customer Avatar

Who is your ideal customer? What are their hopes, dreams, desires, challenges? What are their habits? How can you get their loyalty to your brand/products/services?

Astro tip: The other people in your life are governed by the 7th house/Descendant. This can give you an idea who to focus on.

4

Your Offers

What are you going to sell - products, services, courses, etc.? How will you deliver them? What will they cost you? What will you charge? What will your customers need to do, if anything?

Astro tip: Remember that what you offer should satisfy your 2nd, 6th, and 10th houses so they make you money, give you the work environment you need, and give you long-term career prospects.

5

Marketing Strategy

What forms of marketing will you use to sell your offers? What can you do well in advance, during, and after? What strategies will you use?

Astro tip: Marketing is ruled by Jupiter and the 9th house, so look to your Jupiter sign and house placement and 9th house sign and planets.

6

Finances

What is your budget for your offers? What is your marketing budget? Where can you get additional funding? What is your monthly budget?

Astro tip: Check out your transits to your 2nd house cusp and ruler and Ceres so you have an idea how this plays out financially in the near-term.



Your Schedule

What is your offer schedule going to look like? When do you want to launch? What timetable are you looking at for completing certain tasks or projects?

Astro tip: Make sure to look at the transits you have coming so you plan for the best times!

8

SWOT | S: Strengths

What are the strengths you possess, and of your business? How can you make the most of them?

Astro tip: Asteroid Talent (#33154) can show where some of your biggest talents lie.



SWOT | W: Weaknesses

What are the weaknesses you possess, and your business? How can you mitigate them?

Astro tip: Make sure to read the natal challenges lesson!

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SWOT | O: Opportunities

What opportunities do you have to get ahead? What can you do that others don't?

Astro tip: Jupiter governs opportunities while Uranus governs what makes you different.

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SWOT | T: Threats

What threats may exist to your business? Consider political, societal, economic, environmental, technological, and legal challenges.

Astro tip: You may want to use some mundane astrology for this and take a look at what astrology in general is coming for the world at large.

12

Long-term Goals

What would you like to achieve long-term? Think 5, 10, 20 years down the line. What do you envision for your business?

Astro tip: Feel free to look ahead quite a few years to see what'll be coming at that time! And remember the 10th house/Midheaven rules your long-term goals and direction.