

Preparing to Become a   
**PROFESSIONAL PIXIE**  
*an e-book for those who want to become astrologers*



The Dark Pixie  
ASTROLOGY

# Preparing to Become a Professional Pixie

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## The Importance of Practice

When you want to become an astrologer, you need to do practice readings. Duh, if you're going to become anything, you need to practice it first! Wouldn't want a surgeon cutting you open who has never participated in a surgery before, now would ya?

Practicing readings accomplishes a few things, and first and foremost, it helps you get comfortable doing it and confident in your abilities. You're rarely going to have that right out of the gates (unless you're a Leo! j/k). If you're not comfortable performing a reading, your client isn't going to be either. People tend to get very anxious about readings, so you need to be the calming force, and that can't happen if you're not comfortable. You need to be confident as well because that'll help them be confident in your reading. So they're both important!

Practice readings also help you figure out what your specialty is. There are a TON of different branches and sub-branches of astrology, different methodologies and approaches. You're not going to do them all - impossible! (for humans anyway, maybe robots will get there?) You can study astrology all of your life and still not come close to learning everything out there. So you're going to have to pinpoint your specialities. The readings that you offer will be with these specialities. Don't feel like you have to do a million different things. You're likely only going to have 1-3 specialties. You may do readings from time to time outside of your specialities, but they're not going to be the bulk of your work. So for example, my main specialty for a long time has been Western predictive astrology, and the reading I've done the most is the general 6 month outlook.

Another reason why doing practice readings is important is to help you figure out your process. You need to create your own system for doing

the reading, and you won't know that without doing a lot of practice readings. What will you do first, second, third, fourth, etc. as you perform the reading? What charts do you need to pull up? What data do you need to collect? How will you collect that data? How will you deliver the reading?

Figuring out how to deliver your readings are yet another reason practice readings are important. It used to be that readings were only done in person, over the phone, or written out and mailed to someone. Thanks to the internet, you can now also record audio or video and email that to the client and write it out in the body of the email or attach it as a PDF file, or do readings over Skype or chat using social media. It's really all about what you're most comfortable doing. I'm a writer at heart, so sending readings written via email was natural for me. If you're more comfortable on camera, you may opt for video recordings; if you're comfortable speaking but don't want to be seen, you may opt for audio recordings; if you're more comfortable live, you may choose a live option. It's all up to you! If you're not sure, you can figure that out as you go along with practice readings. And once you figure out which you prefer, you'll want to do some more practice readings to be certain and get more comfortable.

Once you know your process and the way you're going to deliver readings, this allows you to figure out how many readings you're going to be able to do. How many varies from person to person, but it seems about 3 readings per week is average. It will depend on how big the reading is, how much time you have in your daily life, do you have a full-time job, family to take care of, responsibilities that pull you away from your astrology work? If you can only manage 1 per week, that's fine. If you can manage more than 3 per week, that's fine too! It's all what you can fit into your schedule without burning yourself out. That's one of the last things you want to do when you're performing readings for people. You need to be sharp and fresh! So practice readings help with

this as well, and you can test yourself to see how many you can realistically do with your schedule and life.

As for how many practice readings you need to do, this also varies. I estimate 200-300 as the bare minimum. Many actually say 1,000. And in truth, it was around 1,000 for me! I practiced for about 4 years before I started charging for readings. Many want to push that ahead and jump in before they're ready, but this only sets you back more and makes for a bad experience for both you and the client. So don't do that! Do practice readings until you're comfortable doing them, confident in your abilities, know your specialties, know your process, and know how much you can take on. If you haven't checked off all of those boxes, you're definitely not ready yet!

If you don't know enough people to do enough practice readings (and you really do need to practice on strangers anyway), I'll give you the way I was able to do that many (and pretty much all strangers since almost no one I knew personally knew their time of birth). Online communities are your saving grace! I found an astrology message board that I would go on twice per month, and announce that I'd be doing readings that day, and if anyone wanted one, to reply with their birth data and question. I'd block out 4-6 hours to do nothing but mini readings, and usually knock out 10-20 in one shot. Added bonus, a lot of my first clients came from that board! (because if they like you and your style, they'll reach out wanting something more) The message board I used no longer exists (this was the turn of the century, after all - I'm getting old), but there are plenty of Facebook groups out there dedicated to astrology you can use, and the forums on astro.com, Astrology Weekly, and Lindaland are pretty active. Just make sure you behave in a very professional manner. You need to show yourself as a professional astrologer, and that's not going to fly if you're getting into fights with people or sharing drama.

***Make note: How many practice readings have you done? Are you comfortable and confident doing readings? Do you know your specialty? Do you know your process? Do you know how many you can do in your schedule? Do you know how you want to deliver readings? All of these are important to figure out before you get started:***

## Preparing to Sell Readings

Once you're getting ready to start actually selling readings, you can start preparing by focusing on a few things. By now, you know what your specialties are, how to deliver the readings, and how many you can fit into your schedule, so the next step is figuring out which exact readings you're going to offer. You can't just say, hey I do readings pay me now! (LOL!)

Since you know your specialties, you can offer 2-4 readings that are focused on your specialties. Really, just 2-4! Reason being, people get overwhelmed by having too much choice (a literal thing called choice overload). Plus you don't want to scare away the Libras like me (I run if there are too many choices!). You'll want to have 1 reading that is your intro reading, the reading almost anyone who is first seeing you should get. After that, you can choose to offer a bigger option (if they want something more robust), a followup option (only for repeat clients), a laser-focused option (something very specific that will usually be less in price), or a mini option (a mini version of a regular reading only covering a small portion of the regular reading). It's all up to you!

Once you have all of this figured out, you then have to come up with pricing. This tends to be the thing us spiritual types struggle with the most! We get a little queasy thinking about taking people's money for this work, and tend to undercharge. I'll quote this for the Professional Pixie course:

*"We spiritual types tend to want to undercharge like crazy. We feel badly for charging. It goes back to the days when the spiritual elder of communities was revered, and so people gave them everything they needed to survive to show their appreciation, so the spiritual elder didn't need money (or coins or whatever it was). Nowadays, the spiritual elder*

*isn't really a thing in our societies anymore, and we don't give people we revere bread and shoes and pottery - instead we give them money to get that stuff for themselves.*

*I'm not going to tell you to not feel queasy about it (I have Neptune in the 2nd house, I so get it). But think about someone you've had a consultation with that was a positive experience - did you want to be like, screw you, I'm not giving you a dime! No, you probably wanted to give them more if you could've. So why wouldn't someone feel that way with you? I've literally had people beg me to let them give me money (LOL no joke! I always decline if I haven't actually done anything though). There is no reason that you can't provide positive experiences for people that make them want to reward you."*

I'll tell ya, undercharging can be a terrible thing for your work. And I'm not going to lie, I totally did it when I was starting! I didn't even realize it at first until my schedule was jam-packed with readings yet I was barely making any money. I sat down and crunched the numbers, and was horrified when I found I was only making \$3/hour. Yes, you read that right, \$3/hour!!! That's some third-world wages right there. Plus, I hadn't considered the fees I'd be paying (when you're accepting payments online, you pay fees for using the online services, like Paypal), and definitely hadn't considered the taxes I'd be paying (can't comment on outside of the U.S., but here you're double-taxed because you have to pay as both an employee and employer - remember that! And we don't even get any of the benefits they get in other countries . . .).

Because I started so low, it became very difficult to bring that up (and I actually was unable to until I took almost 2 years off from doing readings to focus on freelance astrology writing; that time off allowed me to come back and charge closer to what I should've been at the time). I don't want you to make the same mistake! Another quote from Professional Pixie:



*"You need to value your skills, experience, and what you have to offer. That's to start. Then there's this thing that happens - if you're not charging enough, other people won't value you so much either. It's a crazy thing, but I found that the more someone paid for a reading, the better they treated me, the more they listened, and the more they acted on the information provided. I've talked to other astrologers who say the same thing. You'd think that if someone gets a "deal" that they'd be more appreciative, but it seems the opposite is true.*

*There are other negative side effects to not charging enough too - you can start to resent the work because you're killing yourself with work that isn't sustaining you, which can impact your ability to do the work well (or even want to do the work at all). And energetically, when you're giving too much and not getting enough in return, it creates an energetic imbalance. The energy flowing from you grows while the energy flowing to you diminishes. This contributes to lack in your life, and while it may start professionally/financially, it can spread and play out in many arenas of your life. So you see the bad?"*

I hope you do see the bad! Undercharging is a big problem, so don't do it! And yes, people do treat you worse when they pay less. It's counterintuitive but 100% true.

I usually recommend you start at \$35-50/hour (if you've done enough practice readings and know your process, you should know how many hours each reading will take you). And make sure to include prep time! (the time you spend collecting info and notes you need) So if a reading takes you 2 hours to do, you should be charging \$70-100 to start. Live and in-person readings can start at the higher end (or even higher for in-person, this is always where you'll charge the most and can start at say, \$60-70/hour). I have only occasionally seen someone charging too much right out of the gates (if you're over \$200 to start and it's not

in-person, you probably need to re-assess; you're either shooting too high or it's taking you too long to do your readings, which means you need to do more practice readings to streamline your process). The vast majority charge too little, so that's what you likely have to work on!

And to note, you don't charge for your practice readings. Well, I mean you could, there's no one stopping you, but I don't recommend that, not even at a discounted rate. Actually, especially not at a discounted rate! You don't want people getting used to paying you less and make it harder for when you want to charge more. When you're not charging, people know you're still in the practice arena, and anticipate you'll charge (and usually anticipate a higher amount than you probably will).

***Make note: List several readings you'd be interested in offering. If you have a hard time narrowing it down, make a pros and cons list for each. How many readings would you be able to do in one month of each? How many hours does each reading take you? What's the price range for each reading?***

## Plan Your Policies

Before you start performing readings professionally, you'll want to plan your readings policies. This tends to be overlooked (I know I totally did!), but it helps once you're actually selling readings to have your policies mapped out. Keeps both you and your clients on the same page!

Go through this list and figure out what you're going to do for each:

**Refund Policy:** Decide if you're going to offer refunds or not, if they're going to be full refunds or partial refunds, at what point someone can ask for a refund, what situations you'll offer a refund, and how the refund will be issued. I have a no-refund policy for readings; I think I've refunded a grand total of 4 readings over the years (situations where the person just pissed me off so much that I didn't want their money and never wanted to deal with them again!). Do be firm in your refund policy, otherwise there will be people who take advantage of you. I don't recommend allowing refunds once the reading has been completed.

**Cancellation Policy:** Decide how long after they've booked a reading or how long before the reading is scheduled they have to cancel the reading. This is usually only an issue when your schedule is booked out at least a month (when you do readings quickly, there won't be enough time for them to cancel beforehand!). Think about how much time you need beforehand to start the reading and gather information needed. You don't want to do all of the work, only to have them cancel at the last minute (totally had that happen!). 72 hours before is usually the shortest you should give. Outline what will happen to what they've paid (will you issue a full or partial refund and how will it be delivered, can they reschedule, can they opt for something else). And include what happens if YOU are the one who has to cancel/reschedule!

**Followup questions:** This is the one I've been asked the most about (by far!). Outline whether or not they can ask followup questions, how many they can ask, how long they have to ask, how they can ask them, what questions aren't allowed, and if there will be an additional cost.

Followup questions are more of an issue for live readings; with live readings, people will often think of something afterward since you're limited in what you can address during the reading, so if you're going to do live readings, make certain you have a followup question policy (though I do readings written via email and people will often have questions! Though it tends to be more for clarity)..

A few extra things are:

- **Payment methods** (cash, credit card, Paypal, check, email invoices, or other; cash and check should only be an option for in-person readings, though even then, I find that to be a big risk because you want them to pay in advance, otherwise you risk doing all of the work and not being paid - I totally didn't think of this initially and had 3 people get readings that they never paid for because I didn't say they needed to pay first! Learned my lesson after that)
- **Confidentiality** (people want to make sure that whatever they tell you or whatever comes up in the reading won't be disclosed to anyone - especially if you have strong Pluto/Scorpio/8th house energy! So make it clear that readings are confidential, unless of course there's something you need to report to authorities, like a major crime or if the client becomes harassing and you need to protect yourself)
- **What you WON't do** (there are going to be readings that you won't do, either for moral/ethical reasons or because you just don't have the knowledge/experience for the subject; I try not to touch medical or legal questions because you can get in trouble legally for offering that advice if you don't have a medical or legal degree, at least in the U.S.; I also don't do anything with Vedic astrology)

since I just don't have the experience for it, and am a little touch-and-go with horary so I don't do that either; and you can also think about readings that involve someone else who isn't aware, like relationship readings, or readings involving children as some parents may want you to assess their child)

And always make sure to include that you won't perform readings for anyone under 18 years old (more potential legal trouble if you're dealing with anyone under 18!), and a super important one - include that you have the right to refuse to do any reading at any time for any reason. This saves you in the event you come across a nightmare client - yes, they're out there, and they'll find you eventually! (just hopefully not like the ones on Lifetime)

***Make note: What will your refund policy be? Your cancellation policy? Your followup questions policy? What payment methods will you accept? What readings won't you do?***

## The Before, During, and After of Providing Readings

Now let's go through the process of providing readings - the before when someone books a reading, the during of performing the reading, and the after once it's been delivered.

**Starting when someone books a reading**, you'll want all of the information that you need from them to perform the reading and do it right. Bare basics, you'll need their birth data! Depending on how you're selling the readings, you may be able to collect this information right away, otherwise you can email them after they've booked to collect their birth data, or have them email you with the birth data once they've booked (include all of this on your services page, if you're selling online). Think about the information you'll need to perform the reading, and ask them right away. If they provide a question or tell you something where you need more information, ask for it!

Be prepared - some people will be super tight-lipped and not want to tell you much of anything, while others will give you their entire life story. I love the people in the middle but they seem to be few and far between! If someone doesn't want to say much, reiterate your confidentiality policy, and try to focus on specific information you'll need for the reading. If someone spills too much, try to parse through the information and focus on what you need. It's all about what is needed for the reading!

When someone books a reading, make sure they know when to expect it. If it's a live reading, reiterate the date and time (and location if it's in-person). If it'll be sent via email/recorded, give them a time frame of when that'll happen (I usually tell them it'll be the week of [Monday of the week it'll be finished], like the week of September 30th). If it's far out and you're booked way in advance, you may want to check back in with



them shortly before the reading to remind them and see if there's anything they forgot initially.

**Then there is during the reading.** When it's a live reading, the most important thing is to be on time. Be on time, be on time, be on time! They can be late (though you may want to include in your policies what happens if they're x amount of time late), but you absolutely cannot be (unless it's some sort of unexpected emergency, of course - you can't help it if you end up in a coma or something!). It's completely unprofessional to not be on time, and the client will most likely not book another reading with you. So BE. ON. TIME! (if you're someone who has a hard time with that, then don't offer live readings - don't set yourself up for failure!)

For the live reading, make sure you have everything on hand that you may need - charts, notes, data - and have an idea of where you want the reading to go so you're not aimless. Try not to get too off-track when they ask questions (or tell them to ask questions when you're done). For in-person readings, bring paper and a pen with you for them to write things down (in case they don't). It's a good idea to record your live readings so they can come back to it later without having to ask you (there are lots of phone apps and computer programs you can use to record readings; in-person, you can even use a good old-fashioned tape recorder!).

If your readings aren't live, you're pretty much stress-free on the delivery. Just make sure you send it during the time span you told them you would, and keep a copy of it in case they lose it (there will be some who do). If you don't hear back from them, you may want to contact them again in a week or two to make sure they got it (emails love to disappear in the internet ether).

I would say, try to refrain from swearing during readings, but ya know, that's some people's style, so if it's yours, so be it. Do be mindful of anything offensive though - don't use slurs, don't use anything loaded, cut down on offensive humor (that's the hard one for me! I am a little dark and insanely sarcastic in person but it doesn't translate written so I lay off).

**And then comes the after.** This is where potential followup readings may occur. Make sure that's outlined in your policies so you can be ready. Live readings, you may have an idea by the end if they'll have followup questions. Some may want to book another reading again quickly. I've always given preferential treatment to repeat clients, so I'd try to get them in sooner than if they were new (up to you if you want to do that, but it does help keep them coming back, and most of my repeat clients are repeaters many times over).

If you'd like testimonials or reviews (like on your website/blog or social media), you can ask them for one and direct them to where they can do that. I actually always struggled with getting testimonials/reviews when I'd ask for them - don't know why! Guess I'm bad at asking, so for how to ask, find someone else to give you that advice (ha). Most of the reviews/testimonials I got were unsolicited. One little tip I learned from a guru: when someone emails you glowing praise for your reading, take a screenshot of it and save it. Then when you want to share it, you can just ask the person for permission and they don't have to do anything else, and you've already got it on file to use. Saves time for everyone!

***Make note: What information do you need before the reading? What preparations do you need to take for during the reading? How can you manage the client after the reading? Will you need anything from them after the reading? Will you plan to contact them again after the reading?***

## **BONUS: Using the Spiritual Woo-Woo in Your Business**

This class was actually originally a bonus class for the original version of Professional Pixie (which I don't think will run again), and isn't offered with the DIY version. So you're getting it now, extra special! This class focuses on different modalities you can use to help you out with your spiritual business. Because if you're not walking the walk, your talk is going to be pretty empty!

### **Manifestation**

Manifestation is really popular these days! Probably because it's so simple and effective. You don't need anything fancy to manifest what you want. Just get super focused, and you're good!

When it comes to manifesting, I usually advise that you cleanse and charge your chakras first. Clearing your chakras allows you to remove a lot of energetic sludge that might hold back your manifesting, and then charging your chakras allows you to have strong positive energy to make what you want happen. There are many ways you can cleanse and charge your chakras, so it's all up to you. You can use visualization (imagining balls of energy cleanse and then charging each chakra), you can use EFT (emotional freedom technique, a tapping therapy), you can use music or color (for each chakra), you can use crystals. There are videos on Youtube you can try that use sound for cleansing and charging your chakras (just do a search for 'chakra cleansing' and you'll find a bunch). Lots of options! And most don't cost you anything, BUT they will take some time.

If you're looking to manifest something really big, like home, car, big raise, anything big, you'll want to cleanse and charge your chakras for a

longer period than if you're trying to manifest something small. For small things, you usually won't need more than a week (sometimes a lot less!). For bigger things, you may want 2-4 weeks of cleansing and charging.

Once you're all cleansed and charged, then you can focus on your affirmation. Your affirmation is what you'll say every single day to make what you want happen. You'll want to say what it is you want, but as if it's already happened, and it's a good idea to start by saying, "I'm so grateful." So if you want to manifest your first client, you can say, "I'm so grateful I got my first astrology client so quickly and that they're awesome!"

You can be really specific if you want to be, and I'd recommend that (so like, I manifested my first \$10,000 month in business saying, "I'm so grateful I make \$10,000 every month" - but then the next month, I manifested another \$10,000, but it wasn't from my work, it was from my mother's late husband's estate - oops! Made it another way! So I altered it to, "I'm so grateful I make \$10,000 every month from my work").

There are a few techniques you can use with your affirmations that I've used. The easiest one would be the mirror technique, which is basically just saying your affirmation in the mirror (or talking to yourself positively about what you're trying to manifest; I recommend doing both). Mirrors double energy, so they reinforce whatever you say in front of them. So don't talk badly in front of a mirror! Talk to yourself very positively, and recite your affirmation daily in the mirror. An added tip - try doing it naked! (sounds strange but it opens you up more)

When you're looking in the mirror, making sure you're really looking at yourself (look in your eyes), and that you really believe in what you're saying. Say it with conviction. Envision it in your mind as you look at

yourself. You know how sometimes in movies or on TV there will be a swirling fog that reveals a vision in a mirror? Think of that!

Another one you can try is the 55x5 technique. You take your affirmation (which should be one sentence), and write it down 55 times each day for 5 days. This gets you super focused on what you want, and as you're writing it, you can get clearer and clearer. Since you're writing it, your attention is solely on that. And since you're writing it over and over again, it can be a little hypnotizing!

I personally struggled with writing (carpal tunnel), so I've tried speaking it instead and found that worked pretty well too. Just say it over and over again 55 times each day for 5 days. Do it in a mirror, and double the energy!

One more tip: I've found that when I try to manifest more than one thing at a time, it doesn't work for me (like at all!). I'm guessing it splits up focus too much, and you need to be super focused on what you want to manifest. That could just be me (I am a Pisces Moon, after all), but if you've been struggling to manifest and you've been trying to do multiple things, consider just focusing on one at a time. I've had much better luck that way!

## Crystals

I just love crystals. Maybe I was a pirate in a past life! I have made many amulets in my life, and love the way they can help you. Crystals store energy, so they can absorb bad energy you want to get rid of, and house positive energy you want readily available at any time.

I totally recommend having an amulet. If you don't want to deal with lots of different crystals, one go-to amulet can be your thing! It's very easy to create an amulet - cleanse it first (I bury it in sea salt for 24 hours), then charge it with positive energy by holding it in your hand and doing something positive for at least 20 minutes daily for 7 days (dance, sing, run around, watch a movie, paint, whatever!). Then pass it through the elements (fire, earth, air, water - wave it through the flame of a candle or match, stick it in some dirt outside, wave it through smoke, put it in water). And you've got an amulet!

If you just choose to have one amulet, make sure you choose a crystal you really love. You can select one based on it's metaphysical properties, if you'd like, but it should be one that you really love to look at, hold in your hand, or wear. My personal favorite amulet is a strawberry quartz ring that I have, which is supposed to be super magical, but I just love the bright color!

If you're open to lots of crystals, you can have lots of crystals for all different facets of your work. You can have crystals for clarity and focus, crystals for writing, crystals for attracting money. And on and on! I'll list some that you can try for yourself:

For clarity and focus:

Clear or smoky quartz

Selenite

Malachite

Amazonite  
Fluorite

For writing:  
Calligraphy script  
Blue lace agate  
Labradorite  
Quartz  
Carnelian

For general business stuff:  
Cinnabar  
Citrine  
Pyrite  
Sunstone

For attracting money/abundance:  
Citrine  
Pyrite  
Green stones (jade, moss agate, green aventurine, etc.)

For courage and confidence  
Amazonite  
Ruby  
Bloodstone  
Carnelian  
Aquamarine

For luck:  
Citrine  
Malachite  
Pyrite



Labradorite  
Green aventurine

For recognition/fame:

Sunstone,  
Malachite  
Yellow topaz

For stress:

Sodalite  
Howlite  
Amethyst  
Celestite

For sleep:

Moonstone  
Howlite  
Hematite

For protection:

Black crystals (like black tourmaline, jet, black obsidian, black kyanite, etc.)

For intuition:

Amethyst  
Lapis lazuli  
Moonstone

You can keep the crystal on you (like if it's jewelry, or in your pocket), or hold it in your hand. You can keep crystals on your desk, by your mouse, in your filing cabinets, on your shelves, by your phone. Tuck a few hidden away in plants or behind pictures if you don't want anyone to see them. Place them wherever you do any work and see if it helps!

## Feng Shui

Feng shui focuses on the energy of our spaces and how we can use that energy to our advantage. Certain colors, elements, and shapes go with certain areas of rooms, homes, and offices, and using them can activate positive chi in your home or office. The bagua in feng shui is essentially a map of that energy, showing how it's split up in a room or home. You place the bagua in alignment with the entrance (doesn't necessarily have to be the front door if you use a side door or garage door as your primary way of going in and out). Line the helpful people, career, and knowledge sectors up with the primary entrance:

<b>Wealth &amp; Abundance</b> money prosperity  Fire - Purple - Triangle	<b>Fame &amp; Reputation</b> recognition future  Fire - Red - Triangle	<b>Love &amp; Relationships</b> love self-esteem  Fire - Pink - Triangle
<b>Family &amp; Community</b> family sociability  Wood - Green - Square	<b>Health &amp; Well-Being</b> health physical activity  Earth - Yellow - Square	<b>Children &amp; Creativity</b> kids creative self  Metal - White - Circle
<b>Knowledge &amp; Wisdom</b> learn grow  Water - Blue - Waves	<b>Career &amp; Work</b> career goals  Water - Black - Waves	<b>Helpful People &amp; Travel</b> attract people move  Metal - Gray/Silver - Circle

If one of the sectors is missing in the home because it's not shaped like a square or rectangle, you can give more focus to the sector in every room in the home. In a room, you can move the bagua slightly to where

it would be a square/rectangle in the middle, and the extra space that is outside of that is extra space for the sector it's adjacent to.

The most important aspect of feng shui is space clearing. You must clear your space! If it's dusty and dirty, cluttered and cramped, this will be reflected in your life. If your office or work space or desk is a mess, that doesn't bode well for your professional life! You want to keep that area as clear, clean, and pretty as you can. At the same time, you don't want that area dark, empty, and cold either. You want to keep the area warm (not necessarily physically, but inviting to you), with evidence of life being lived in it (otherwise your professional life may be as barren as the space). A drop or two of essential oils (especially lavender) in dark and empty areas can help.

One issue you may come across is if you have a sink or bathroom in your career or wealth sectors in your home. Toilets and sinks are said to suck everything down the drain whenever they're used, so one tip you can use to slow that energy down is to tie a red ribbon around the base of the toilet or around the pipe for the sink. Red stimulates chi (energy), but it can both speed it up in areas that are stale and stagnant, and slow it down in areas that have too much going on. If you go crystal happy, you can also use red crystals.

Bathrooms are full of pipes for the shower/tub, toilet, and sink, and these go down into the earth. This is a lot of downward motion, so another thing that can help is pictures of something in the air (I've used pictures of vintage hot air balloons; you can also use airplanes, birds, butterflies, etc.). This helps elevate the energy so everything isn't getting sucked downward.

I also recommend having something of the earth in your bathroom, whether it's earth colors (green or brown), or pictures (of plants, the forest, or flowers). This is because there's a lot of water energy in

bathrooms, and water energy nourishes and feeds the earth. This is turn "nourishes and feeds" your life, allowing you to "grow" whatever you need, whenever you need it.

The flipside of this can be if there is a fireplace or the kitchen in your wealth or career sectors. This can "burn" your professional life! Now, fire isn't too bad, especially for the wealth area (which is fire), but you don't want to overdo it. If it seems like money or your career is "burning" in a bad way, try bringing in some water energy to tame the fire. Water colors (black and blue), water images (pictures of the ocean, a lake, river, stream, underwater), or water objects (a fountain, seashells, a fish tank) can be helpful. But do try to balance the water and fire because if you use too much water, then the fire can get put the fire out, and you don't want it out completely!

You can use the bagua not only on your home and office/workspace, you can even use it on your desk! Bring in colors and objects that go with each sector, and especially focus on the money sector (good area for a lamp or money tree!).

## Astrology

And of course, astrology! You can use astrology to plan when you're going to do certain things in your business, like start your website/blog, get on social media, do a group reading, partner up with someone - anything!

If you're an astrologer/astrology student, you should already be familiar with the points that come into play for your professional life. They are:

- 10th house/Midheaven & Saturn: general ruler of your career
- 6th house & Mercury: ruler of work
- 2nd house & Venus: ruler of money

These are, of course, just the basic rulers for your professional life. You can use the other positions depending on what you're focusing on specifically:

1st house/Mars: anything you're starting new with, anything you need to take initiative with

3rd house/Mercury: anything you need to learn, write, talk about, important conversations, any work in your immediate environment

4th house/Moon: anything you're starting from the bottom with, working on the foundation of anything

5th house/Sun: anything you'll be getting attention for, anything creative

7th house/Venus: anything dealing with others or working with a partner

8th house/Pluto: anything involving other people's money (business partnerships and mutually beneficial projects and ventures, loans and investments)

9th house/Jupiter: anything where you're expanding, involving travel, teaching, or speaking

11th house/Uranus: anything involving friends or where you're dealing with groups, changes being made (11th house and Uranus also generally

rule astrology, along with asteroid Urania, so anything with your astrology work)

12th house/Neptune: anything you need to finish/end, involving the past, having to help others (12th house and Neptune also generally rule spirituality so can be involved in any spiritual, mystical work)

Transits can be used to improve your timing on any of it. I usually try to choose days for launches that correspond to positive transit aspects (especially to the 2nd house - making money; and 10th house - focusing on career moves). Positive aspects are sextiles and trines (conjunctions depending on the planet), and I usually avoid void-of-course Moon periods (even a few hours before, I find energy is readying to slow and people are much slower to respond to anything).

I don't care so much about the sign the Moon is in for my own timing, just the void-of-course periods (though I do have a preference for when the Moon is in my 2nd or 10th houses, but I won't specifically focus on those times). If I see a really good period in a month for 2nd or 10th house aspects, I'll usually plan for something around then.

I generally avoid Mercury retrogrades for anything new, and instead will do re-launches for things I've done before or offers I've offered before (redos). Venus and Mars retrogrades are harder to avoid since they're longer (particularly Mars), so I tread lightly with them (unless they're making really good aspects to my chart; I did have a Mars retrograde that began conjunct my 2nd house ruler Jupiter, and hot dog I made a good amount of money that retrograde!).

I do always consult my aspects to see what they're doing when I'm going to launch or offer something. One thing I don't do though is factor in the exact time (to draw up an electional chart). I find I need to start launches/offers around when the newsletter is sent (11AM ET), so I can't really move away from that for a better start time. People are used to

my emails showing up at that time, so if you get in a rhythm with timing, you'll likely want to stick with that.

When you're undergoing hard aspects (conjunctions, squares, oppositions) from the big planets (Saturn, Uranus, Neptune, Pluto) to the 2nd, 6th, or 10th house cusps or rulers, these are times when you have to buckle down and be super mindful of your decisions and actions with your work. Even then, it can be rough! I just went through it in 2018 with transit Saturn square my 10th house ruler/Sun (and 11th house ruler/Mercury) much of the year. Grind it out, do what the planet wants you to do, and keep moving forward (even if it's a centimeter at a time!).

These are a few newsletter articles that can be helpful for different scenarios in your work:

## **Beginnings and Astrology**

With the start of a new year, we all think about the things we hope to do with a new year. We look back on what we didn't do, and we think about how we can make this new year better. Astrologically, beginnings are associated with the Sun, 1st house, and new moons. When you have a planet positively aspecting your 1st house cusp, ruler, or Sun, this is a time for you to begin something, where the conditions are in your favor and you're in the mood for it. Harsh aspects to your 1st house cusp, ruler, or Sun are times where you can encounter many obstacles and delays when you try something new, or you aren't comfortable with beginning anything.

When a planet is transiting your 1st house, this can help or hinder. Saturn in the 1st house is traditionally a difficult time for new beginnings, and you're required to put in much more work; Neptune in the 1st house will make it hard for you to make up your mind and see everything you need to see, but is good for creative or spiritual ventures; Pluto in the 1st

house can make you obsessed with the ventures you begin; Uranus in the 1st house makes you begin unexpectedly, pursue ventures that are unusual or different from usual, and you don't think too much before you jump; and Jupiter in the 1st house makes new beginnings easier for you, presents opportunities to begin something to you, and things go in your favor.

The faster planets give you a surge of energy when in your 1st house or making aspects, especially Mars. Mars in your 1st house or aspecting the cusp, ruler, or Sun makes you want to begin something NOW. The urgency you feel makes it hard for you to ignore the energy.

A new moon in the 1st house is great for new beginnings in general; if you want to do something specifically, a new moon in the house ruling it is a good time, especially if that new moon also makes positive aspects to your planets.

The worst time to start something new is usually during a retrograde, especially in your 1st house, or in the house associated with what you want to begin. You'll usually find that you can't follow through, or have to go back to the drawing board. Unless, of course, you were born with that planet retrograde - then it might be the best time for you to begin!

## **When to Change Direction**

There are times when we feel we need to change the direction we're heading in, and we know we want to, but aren't sure if it's the right time. Astrologically, Uranus is the planet of change, and Saturn rules your direction, so if you have a linkage between them (transit Uranus to natal Saturn or transit Saturn to natal Uranus), this can be the best time for a change of direction. Saturn naturally rules the 10th house while Uranus naturally rules the 11th house, so you can also have a good time for it when transit Saturn aspects your 11th house cusp or ruler, or transit



Uranus aspects your 10th house cusp or ruler. Hard aspects (squares, oppositions) can be difficult, but even those can be worked in your favor, and actually, if you're really making a huge change or unsticking yourself from a rut, a hard aspect can be much better for you.

Retrogrades have a tendency to make us want to change our direction when they impact our Saturn, Uranus, 10th house, or 11th house, but they aren't usually the best times to actually do that because what comes during a retrograde will often leave once the retrograde is over. Mercury and Mars retrogrades can stimulate this need for a change in direction most, but it's something you shouldn't rush into with these two, no matter how much you want to.

Mars going through your 10th and 11th houses in normal forward motion can also be a good time to focus on your direction and make a change. As the planet of energy and drive, being in this house brings you energy and drive to make your direction a priority.

## **When to Write a Book**

Many people dream of being writers, but when is a good time to actually do it? Astrologically, writing is ruled by Mercury, Gemini, and the 3rd house. It can be helpful to write with the transit (moving) Sun, Mercury, Venus or Mars in your 3rd house. The Sun, Mercury, and Venus are in this house for about one month once per year, giving you a solid writing period. Mars is in the 3rd house for about two months every two years, and you can get a surge in energy and drive for writing.

Jupiter is in the 3rd house for one year every 10-12 years, and can give you a prolonged period of opportunity to write. Saturn in the 3rd house might make it take longer or zap your inspiration, but it can be good if you've been working on a writing project for a long time and doing right by it. Uranus can make inspiration come and go in spurts; Neptune can

be good for imagination but requires more discipline; and Pluto brings a serious attitude about it. The Moon is in your 3rd house for 2-3 days each month and can give you a more emotional connection to your writing.

A progressed planet entering Gemini, your natal or progressed 3rd house, or conjunct, sextile, or trine your natal or progressed Mercury, natal or progressed 3rd house cusp, or natal or progressed 3rd house ruler can also bring excellent periods for writing, and it might be a reflection of where you are at the moment.

A new moon in the 3rd house or conjunct Mercury can be good for starting a writing venture, while a full moon in the 3rd house or conjunct Mercury can be good for finishing. Sextiles and trines to your 3rd house ruler and cusp can also be excellent, as well as to your natal Mercury.

You can also see all of these aspects with your Jupiter, 9th house, or Sagittarius since these rule publishing, so writing under a Jupiter/9th house/Sagittarius aspect can be for the purpose of getting published at some point, or can show getting your writing out there.

## **When to Start a New Business**

With a new year now underway, some of you may be thinking about starting a new business in 2017. Anything to do with your career and professional life falls under the rulership of the 10th house and Saturn, so if you want to do this, you'll want to do it under aspects to your 10th house cusp, 10th house ruler, or natal Saturn. If it's something you want to be into for the long haul, sextiles and trines by Saturn can be beneficial; if it's something that is a complete and total change from what you're currently doing, Uranus aspects can be beneficial, and that can include the hard aspects, though you'll want to make sure you're not just making changes for the sake of making changes; sextiles and

trines by Pluto can help you to gain more power and control over what you're doing. You can also focus on the planet that rules whatever it is the business will be, and see positive aspects to the natal planet, progressed planet, or by the transit planet.

It's helpful to also see positive aspects to the 6th house cusp, ruler, or Mercury, since they are the rulers of your work life and work environment. Difficult aspects may show you have a hard time adjusting to the new workload or work responsibilities or work schedule. Positive aspects help to smooth over the transition and make you focused on the nitty-gritty and small details that inevitably have to be dealt with when you're starting a business.

The 2nd house is the house of money, so if you see positive aspects going on, this can show that you'll be profitable (or at least not lose too much), while hard aspects can show that it'll take longer for you to make it profitable. If you want to involve a business partner, or will need to take out loans or get investors, then you'll want to focus on the 8th house and Pluto.

## **When to Hire Employees**

Employees are ruled by the 6th house and Mercury, so if you're looking to hire employees, looking for transit Sun, Mercury, Venus, or Mars in the 6th house, or sextiles and trines to the 6th house cusp or ruler or Mercury by a transit planet. With the Moon, you can take the few days the Moon is in your 6th house each month and use that to hire someone. With the slower-moving planets, you can get good energy for hiring for a year with Jupiter. With Uranus, you may need someone different in some way, or who helps you via technology. With Pluto, you may need to be careful of struggling to get them to follow your orders. Saturn and Neptune can make it hardest in the 6th house, and you may have a hard

time finding anyone qualified, truly helpful, or who doesn't need you to hold their hand.

A new moon in the 6th house can also be helpful, and you can be energized and enthusiastic about finding someone who will be a good employee. Progressed planets sextile or trine your natal or progressed 6th house ruler, cusp, or Mercury can also bring helpful energy, and the progressed Moon in the natal or progressed 6th house might make you feel like you need to hire someone for support.

### **When to Focus**

There are times when we need to focus on whatever it is we're doing, and we need to focus well. This is when positive transit aspects to your natal Saturn, ruler of discipline, can be helpful. When you have a transit planet sextile or trine your natal Saturn, you get a dose of disciplined energy, and you can focus on whatever you need to. When it's mental discipline you need, look for sextiles and trines between transit Mercury and your natal Saturn, or transit Saturn and your natal Mercury. These are often the times when you have the greatest focus. You can also experience mental focus with transit Mercury in the natal 10th house (naturally ruled by Saturn), or transit Saturn in the natal 3rd house (naturally ruled by Mercury), as well as with progressed Mercury conjunct, sextile, or trine your natal Saturn or in the progressed or natal 10th house.

When you need unrelenting focus, the kind of focus that lets you get to the core and unravel everything, look for hookups between Saturn and Pluto. Pluto is unrelenting obsessive energy, and Saturn helps to control that.

When you want emotional focus, look for sextiles and trines between Saturn and your natal Moon. This can give you a better ability to control

your emotions. You can also have this with transit Moon in the natal 10th house, which happens for 2-3 days every month, as well as with the progressed Moon conjunct, sextile, or trine your natal Saturn, or in the natal or progressed 10th house.

The house transit Saturn is travelling through gets some of that disciplined energy, so you can focus better on the areas of life ruled by the house Saturn is in.

### **How Mercury Retrograde Impacts You Professionally**

Mercury retrograde officially kicked off yesterday! So we're now fully into this retrograde + eclipse season for the month of July. We know that this means things can go a little bit wonky, especially if we're not paying enough attention or being mindful. What helps with that are the Mercury retrograde re-'s: redo, revise, revisit, replenish, rethink, refocus.

Professionally, it can be easy to have hiccups (or total collapses!) during Mercury retrograde. This tends to happen if there was a detail or two (or ten) missed, and Mercury comes around the show you. This is far more likely if the retrograde is occurring in your natal 2nd house (of money), 6th house (of work), 10th house (of career), or making a hard aspect (conjunct, square, opposition) to your 2nd, 6th, or 10th house cusps or rulers. Then you really want to stay on your toes and make sure you're dotting all of your i's and crossing all of your t's!

But Mercury is the natural ruler of the 6th house, the house of work, so there can be an impact for all of us on our work lives to some degree (and if you don't have a job, know that Mercury doesn't differentiate between the job that pays the bills and the job of taking care of the home/family - Mercury counts that as your job!).

Since Mercury likes to bring things back, this can be a time to reconnect with people you worked with. Old bosses, co-workers, or employees may pop back into your life for one reason or another. Might be pleasant if you've got positive aspects going on; might be annoying or cause an issue if you've got hard aspects going on.

Mercury retrograde is a great time for revisions, so it's a good period to go back through work you've done before, old projects or ideas, plans that maybe never were followed, and pick that back up again. You could make some magic with it now thanks to Mercury!

### **Changing Professions With Uranus in Taurus**

With Uranus being the planet of change and Taurus being the sign of money, a lot of people (A LOT!) will be changing the way they make money. For many, this means a change in profession. If Uranus in Taurus will tour your 2nd house (money), 6th house (work), or 10th house (career), it's almost a guarantee that some sort of professional change will occur. Even if you stay in the same career or job, aspects of it will likely change that may impact your finances.

If the work you do or the work you want to do is governed by a house Uranus will tour in your chart, this can also indicate changes with your existing work (if it's something you're doing), or you may pursue opportunities to do the work you want to do (if you're not yet). Uranus rules the future and what we hope and dream for it. So go for it!

You can also feel this with Uranus aspecting your 2nd, 6th, or 10th house cusp or ruler, or your natal Saturn, ruler of career. Sextiles and trines can show an easier transition for you, though you don't want to be lazy about it. Take control of the good energy. Squares and oppositions can show change that you absolutely have to have, but may not be able to in the way that you want (requiring flexibility), or outside forces may

get in the way (requiring creativity). They're excellent for getting unstuck, so if you've felt stuck in your work, you can get yourself out (finally!). And conjunctions, you have to have the change, and you have to have it now, and you have to have it your way - so do it, but don't be too impulsive about it.

Uranus making a conjunction, square, or opposition to your natal Sun, Moon, Mars, or 1st house cusp can stimulate a strong desire for change in virtually any area of your life, and this often rolls into your work life, so this can also be a time to focus on it (just again be smart and flexible).

## **BONUS: If I was starting over . . . this would be my schedule!**

This is a bonus that is from the Professional Pixie course. 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.**

This is covered in the first part of the e-book, but essentially I'd focus on figuring out my specialty, choosing the readings I'm going to offer, how I'm going to deliver them, how many I can do, and how much I'm going to charge. If you haven't yet, go do lots of practice readings!

### **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 in the Professional Pixie course 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.

### **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).

#### **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, and optimize my Pinterest account.

### **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 Professional Pixie 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 worth 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.