

Prediction Profits

LESSON ONE

by

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No experience required!


This comprehensive ten-part course is a guide to earning big money from fortune telling. Discover secret techniques handed down through the ages, including how to predict lucky numbers that you can use in today's world for winning the lottery!

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Welcome and a huge ‘Thank You’ for purchasing Lesson One of ‘Prediction Profits’. I know you’re going to be thrilled to discover ancient secrets and to learn the art of fortune telling so you can join the ranks of high earners in this billion pound worldwide industry.

The Basics of Professional Forecasting and Prediction

You have just taken the first step towards an exciting and prosperous new future in fortune telling. It is exciting, because it is one of the oldest and most fascinating areas of study known to mankind. Learning the art of prediction offers you the potential to join a booming industry and earn yourself, quite literally, an ‘astronomical’ income!

Does the ability to look into the future and foretell what is yet to be fascinate you? It should, because it is indeed a remarkable and powerful skill to possess. In this course you will learn how to do just that, using techniques such as astrology, Tarot card reading, palmistry, numerology and many more.

These are techniques that have been in use and have PROVEN their worth for over five thousand years!

Fortune telling doesn’t call for any special qualifications. And you don’t need a ‘gift’ or a ‘knack’. All the prediction arts have been developed over centuries and passed down from generation to generation. These secrets are now about to be passed on to you through this unique home study course. Anyone can learn them.

Fortune telling is a booming business.

Every month in the UK alone, millions are spent on products and services connected with prophecy.

There are consultations, books, advice lines and millions of people who excitedly read horoscopes or dial ‘Astro Lines’ or ‘Tarot Lines’ every day. So, there is a constant and considerable demand for services of the professional fortune teller, with big incomes from practising these ancient arts.

Since the lottery began, a huge industry exists, from people eager to pay substantial sums to learn which numbers are lucky for them.

The appeal is easy to understand. Nowadays, science has a rational explanation for just about everything. As human beings we are attracted to things which appear mystical or magical – things that apparently defy any rational explanation. **That’s what makes fortune telling so popular.**



In fact, it can be your road to fame and fortune! There are a great many professional fortune tellers who earn huge incomes from their skills, such as Justin Toper who writes for the Daily Star, Daily Express and the Sunday Mirror. He also has a website, which you can subscribe to and receive your horoscope in daily texts.

Then there is Jonathan Cainer who writes for the Daily Mail and has Astrological phone lines. He also has a website where you can find your daily, weekly or monthly Horoscope. Russell Grant has a website and offers Tarot readings, Compatibility and Career Reports. He has his own TV program, 'Russell Grant's Postcards'.

And of course Mystic Meg writes for the Sun and the News of the World. Meg has a phone line and offers Horoscopes, Stars, Astrology and Tarot. The late Patric Walker became a multi-millionaire as a professional fortune-teller.

You can achieve the same fame – and earn just as much, if not more – if you decide to use your new found skills in this way.

This course will teach you how to become an accomplished, professional fortune teller.

As each lesson progresses you will be following a journey through the fascinating, mystical techniques that include:

- Astrology.
- Numerology.
- Tarot Card Reading.
- Palmistry.
- Chinese Astrology.
- Tasseography
- Rune Stone Reading.
- I Ching.

And you will learn how to use all of them professionally and effectively. I will show you how to apply these skills and earn a considerable part or full-time income from them!

I am sure you will enjoy this fascinating course and find it a revelation and extremely rewarding, personally and financially.

This first lesson builds firm foundations for the successful and profitable practice of the individual fortune telling arts which I explain in detail from Lesson Two onwards.

You will discover the background and history of fortune telling and how to market fortune telling services.



Discover these Cutting Edge Secrets and More...

- What is fortune telling?
- How to become a professional fortune teller.
- Skills you need to develop.
- Developing a professional attitude.
- How to make money from fortune telling.
- Pricing your services.
- Marketing yourself.
- Advertising your service.
- How to conduct a personal reading.
- Selling your service by post.
- Selling your readings to the press.
- Appearing on TV and radio.
- Fortune telling using premium rate telephone lines.
- Building a regular clientele.

What You Will Achieve

By the end of this lesson you will have the fundamental understanding necessary to establish yourself as a professional fortune teller, and be able to begin setting up your new business.

Discovering the World of Forecasting and Prediction

The World's Oldest Arts

The various branches of fortune telling are known as **Mantic Arts**, so named after the Greek word Mantikos, meaning prophecy or divination. A mantic art is any field of study that is concerned with predicting or understanding the future.

The mantic arts are the oldest formal arts known to mankind.

Archaeologists have proven that the mantic arts have been studied on earth for over **five thousand years** – since at least 3,000 BC. They predate the more conventional arts and sciences that are widely trusted and believed in.

Mathematics, for example, has only been in use as we know it today since 1,800 BC. The study of geography is a relative newcomer, only having been studied in any detail since 200 BC. In comparison, the mantic arts are based upon ancient wisdom accrued since the earliest days of civilisation.

The Power of Psychic Methods

Fortune telling is concerned with predicting the future through psychic



methods. By psychic methods I mean the interpretation of signs in nature or communication with supernatural forces.

Astrology is probably the most popular method of fortune telling, but other mantic arts which are based upon one or other of these methods include palmistry, card reading, numerology and spiritualism (necromancy) – in which people predict the future through communication with the spirits of dead people.

Fortune telling is divided into both direct and indirect mantic arts.

Direct Mantic Arts

These involve establishing a direct contact between human beings and the supernatural. The ancient Greeks claimed to establish contact with the supernatural through Oracles, within which a medium passed into a trance and was believed to utter prophetic messages ‘from the other side’. Modern spiritualism uses much the same principles. These methods have never been substantiated in science and are shunned by many people as ‘black arts’.

Indirect Mantic Arts


These use totally different principles. They depend on the interpretation by an individual of the characteristics and behaviour of humans, animals and natural phenomena. The ancient Romans, for example, used haruspication (the inspection of animal entrails) and ornithomancy (the study of the activity of birds) to foretell the future.

Until the 4th Century AD no Roman official would embark upon a major undertaking unless the fortune tellers, or ‘augurs’ as they were known (hence the saying ‘it augurs well’), decided the auspices were favourable. Historians believe that the mighty Roman Empire was largely built in consultation with augurs, who also foretold of its eventual downfall.

Astrology

On a more conventional level, astrology – one of the most widely known of the mantic arts – is known to have been practised as early as 3,000 BC by the Babylonians and since 2,000 BC by the Chinese and the Mayans of Central America. These people observed that certain astrological bodies, especially the sun, affected the changes of seasons, the success of crops and other aspects of life. They began to keep records which scientifically proved a link between human and animal characteristics and phenomena, and the occurrence of certain events.

It is on these sturdy principles that most of our modern day mantic or fortune telling arts are based. Hence, when you study the mantic arts you know that you are not merely studying a modern-day art or science, but one which has been developed and proved successful over thousands of years.



You need little imagination, therefore, to imagine the excitement that you will experience as you start to study and apply these ancient arts for yourself and begin to foretell the future in the way it has been done for thousands upon thousands of years.

Pure and Applied Mantic Arts

At this stage it is important to recognise the difference between pure and applied mantic arts.

- **Pure mantic arts** are concerned with practising the arts for the collection of information or, as it may be called in modern parlance, 'data'.
- **Applied mantic arts** are concerned with interpreting this information to foretell the future.

Examples of pure mantic arts:

- Constructing an astrological (natal) chart.
- Calculating an individual's numerological life numbers.
- Explaining which lines and mounts of the hand govern which characteristics of the personality.

Examples of applied mantic arts:

- Using astrological charts to write newspaper horoscopes.
- Using numerology to reveal someone's 'lucky lottery numbers'.
- Using palmistry to give advice on someone's health or love life.

As a professional fortune teller you will normally practice both forms, as you not only practice the pure arts to collect information but you interpret this information too.

The basic rules of the mantic arts are fixed and cannot be changed.

Applying them, however, calls for a degree of individual interpretation. This explains why fortune telling readings given by different fortune tellers can vary so greatly yet still be technically correct.

Chart Depicting the Principal Mantic Arts

Method:	Involves:	Practised:
Astrology	Study of the relationship between events and the positions of heavenly bodies.	Since at least 3,000 BC.
Numerology	Study of how numbers relate to the natural world.	Initially by Pythagoras around 600 BC.
Tarot Cards	Fortune telling based on an interpretation of an individual's selection of cards.	In Europe since the Crusades 1095-1270.
Palmistry	Study of the lines and mounts of the human hand.	Recognised by the great philosophers Plato and Aristotle.
Chinese Astrology	Fortune telling based on the relationship between the 12 year progression of animals and the five natural elements.	Since 3,000 BC.
Tasseography	Teacup reading.	In the ancient Chinese Dynasties.
Rune Stones	Interpretation of ancient Rune characters.	Since 2nd-3rd Century AD.
I Ching	Study of the ancient Chinese Book of Changes.	Dates from 1,150 BC and developed by Confucius.
Pendulum Dowsing	Study of subtle energies and the collective unconscious.	Origin unknown, but believed to date from the Middle Ages.



Becoming a Professional Forecaster and Fortune Teller

Fortune telling can be regarded as either an amateur or a professional study. The professional fortune teller must generally practice their art on a higher plane to that on which the amateur operates.

Here are some important principles which apply to the professional practice of the mantic arts...

The Mantic Arts Are Learned, Not Gifted

It is crucial to realise that fortune telling skills are not a gift, neither are they inherited. They can all be learned. Indeed, they must be learned. To become an adept practitioner you must study them in detail and become competent in all areas of their application.

Those who claim their skills are a gift often lack sufficient or any knowledge of the pure mantic arts, which are the true basis of all means of foretelling the future.

The Mantic Arts Comprise a 'Toolbox' of Skills

None of the mantic arts should be regarded as either superior or inferior to the others. Each may have developed differently but all share thousands of years of proven practice. **Whilst astrology is undoubtedly the most popular, it is also the most complex and most frequently misunderstood.**

For these reasons, rather than concentrating on one particular area of study, I recommend that you study as many of the mantic arts as possible. This way you will endow yourself with a 'toolbox' of divinatory skills and be able to select the most appropriate for each client that you encounter.

The Mantic Arts Harness Positive Powers

Contrary to what some ill-informed people believe the indirect mantic arts are not in any way 'dangerous' arts.

They are safe arts based around natural, rather than supernatural phenomena.

They invariably involve observation and study of what occurs in nature itself. They never involve the study of unnatural or destructive forces and are therefore not truly part of what some people call the occult.

Having said this, the mantic arts must always be used responsibly because:

- People who use your services take them seriously.
- People make important decisions on the basis of what you tell them.



- Your customers may be low and vulnerable so you have a special responsibility towards them.

A Professional Attitude is Paramount

The fortune teller is a professional practitioner, providing people with a professional service. Just as a doctor practices medicine or a solicitor practices law, so the fortune teller is a practitioner in the mantic arts.

Just as these other experts do, you must operate in a professional way. This principle extends equally to the way in which you deal with your clients and the way in which you market your service.

Skills You Will Find Useful: The U-S-F Formula

Whilst the skills of fortune telling can be learned, just as the ancient people did, it would be completely untrue to say that fortune telling does not require some skills. **The important thing to understand is that these are personal skills which you may already have or can develop.**

Hot Insider Tip...

All professional fortune tellers need to possess or develop three important skills. An easy method to remember these skills, is by using the initial letters of the key words: **U - S - F**

U is for Understanding

You must always aim to understand why each particular client wants to use your services.

Often, it is because they seek guidance on a particular problem and feel unable to obtain it from any non-divinatory source. Skill is involved in that you must understand their individual needs and so select the most relevant mantic tool for the job. Good skills of understanding are the ‘bridge’ between the problem and the method of solving it.

S is for Sincerity

Never forget the importance that most people place on your readings and that important life decisions often depend on your advice.

You must possess a genuine desire to help them and ensure that they get the best from your advice. Skill is called for here because you must always strive to balance the need for sincerity with the commercial, money-making aspect of your activities.

F is for Foresight

The successful fortune teller predicts the future but always based upon what he or she sees today.



By foresight we mean looking at situations as they are today, applying mantic tools, and then seeing how those situations might develop in the future as a result of the present. Some fortune tellers explain this as ‘continuing the thread’. The mantic arts can foresee but they do not possess foresight. Only a fortune teller can place an interpretation on them and produce a reading which is of real value.

Checklist

Key Points So Far:

- A mantic art is any method which can be used to foresee the future.
- There are many mantic arts, each of which may be different, but they are all of equal value.
- Mantic or fortune telling ability can be learned.
- The skill of the individual fortune teller is crucial in preparing an effective reading.

Marketing a Forecasting and Prediction Service

Even though, as a fortune teller, you are offering a professional service, you should not neglect the fact that you are working in a marketplace which is both commercialised and competitive. You need to have some understanding of how the market operates before you market your new service.

So, I’m going to cover some key aspects of the market for fortune telling services.

First of all...

The Majority of Clients Are Female

Experience has proven that a majority of a fortune teller’s clients are women.

In fact, you are likely to find that between 75 and 90 per cent of your clients will be women. When marketing and promoting yourself, therefore, concentrate primarily on methods that are likely to appeal to this section of the community.

For example:

- The women’s sections of newspapers.
- Women’s magazines.
- TV and radio programmes aimed at women.
- Clubs, groups and societies with either an all female or substantially female membership.



Most fortune tellers find that the majority of their clients are:

- Between sixteen and sixty years of age.

The Majority of Clients Are Believers

Fortune tellers divide their potential clients into two groups:

- **Believers** – those who accept the wisdom of the mantic arts either without question, or in substance.
- **Sceptics** – those who doubt the ability of fortune tellers to look into the future, or totally disbelieve them.

The majority of your clients will be committed or substantial believers so your service is already sold.

You do not need to convince your clients of the value of your service, or in any way ‘hard sell’ it. You should also assume, therefore, that your clients take your readings and any subsequent advice seriously.

Most Clients Consult for a Specific Purpose

It is important to realise that most clients consult a fortune teller for answers to **a particular problem they are facing right now in their lives.**

The most common areas in which clients seek advice are, in order of priority:

- Love, romance and relationships.
- Family matters.
- Career matters.
- Health.
- Finance/money.
- Other issues.

When undertaking a reading you should always find out beforehand:

- For what reason your client seeks guidance.

Then aim to:

- Supply the information they seek.

This can be achieved by selecting and using the most appropriate mantic ‘tool’ for the job.



The Market Offers Tremendous Potential for Growth

Whilst the market for fortune telling services is already substantial it also offers excellent potential for growth.

A recent survey by a television programme estimated that...

Around a million people in the UK undertake a professional consultation with a fortune teller each year.

And...

Around 30 million people use fortune telling services on an occasional basis.

It follows, therefore, that at least 30 million people have an interest in the mantic arts, even if only a passing one, and are potential customers for your service if you can reach them with effective marketing.

The Fun Market

Experts predict that the 'fun market' is the main area for growth over the next five years. The fun market can be described as those clients who consult with a fortune teller chiefly, or solely, as a leisure interest.

The fun market chiefly includes group readings, newspaper columns, TV and radio appearances and premium rate telephone, email and text services. Individual personal consultations on the other hand are mainly sought by long established clients who consult with a fortune teller on a regular basis.

As well as using current marketing methods, which we will study later, always try to keep up with the future development and expansion of the fun market.


Developing a Professional Image

Before starting, it is essential to take time to create a professional image which will give you credibility. Here are the steps to achieve that...

A Professional Name

Many professional fortune tellers use a professional name – perhaps one that conjures up mystical connotations (Mystic Meg being the most well known example). This is perfectly permissible in just the same way as an actor might use a stage name or a writer a pen name. A distinctive name will become more widely known more quickly, and it is also more easily remembered.

There are no restrictions on your choice of name except that it should not already be in use by a fortune teller. It is not necessary to register a



professional name in any way.

A Professional Appearance

Because a fortune teller does not produce a product as such, the client's impression of your service is very often formed according to the person – you – that they see before them. So, your dress and personal appearance should always be professional. It should also be consistent at all times, whether you are giving a personal reading or appearing on television, thus projecting a strong image.

Either a smart or a smart/casual style is appropriate, although a jacket with a shirt (no tie) for men and a jacket with a blouse for women gives the right sort of impression. Avoid wearing jeans or wearing anything that might be considered 'scruffy', no matter how fashionable it might be.

If your personal appearance is sloppy your clients and potential clients will assume that your knowledge of the subject is sloppy too.

An Individual 'Signature'

In fortune telling terms a 'signature' is essentially a unique trademark. It is wise to develop your own 'signature' and this can be achieved by becoming known for something, or for doing things in a certain way. This not only raises the profile of your work and helps your name become known but also helps to maintain customer loyalty. It also makes it difficult or impossible for other fortune tellers to capitalise on your future success.

Examples of signatures you could adopt are:

- Wear a particular outfit.
- Sport a distinctive hairstyle.
- Wear a particular item of jewellery.
- Use a particular catchphrase.
- Or, develop a specific style of reading e.g. humorous, serious, chatty or comical.

Only you can decide what your signature should be. There are no rights or wrongs – simply ensure that you have one and always use it.

Maintaining a Proper Client-Practitioner Relationship

The provider of a fortune telling service is known as a **Practitioner**. The person who receives the service is known as a **Client**.

The relationship between client and practitioner is similar to that between doctor and patient. That is, pleasant and amicable but always emotionally detached. Never become too involved with your client. This way you can



remain totally objective at all times.

Only base your readings on the facts as you see them. Never be tempted to add or omit anything. In particular, never indulge your readings. A professional fortune teller never divulges his or her findings to anyone other than their client without their client's full and complete agreement, such as in a group reading.

Making Money from Forecasting and Prediction

Key Principles to Understand

Profit is not incompatible with professionalism. There is nothing wrong with charging a commercial rate for fortune telling services, in line with any other professional.

Your clients will be quite willing to pay you for your skills, and pay you well.

The ancient Romans employed augurs and richly rewarded them for their skills. Even today, many of the wealthiest Chinese businessmen make no important decisions without consulting fortune tellers, and **consider their fees an investment.**

If you remain professional at all times then you will find that **clients are more than happy to pay the fee that you request for your professional services.**

Remember also that, although you want to serve your client effectively, your primary objective is to make money. Although you will have very few overheads your 'time' is your main investment and it is important to ensure that you are well compensated for it. The most appropriate way to charge is on an hourly basis. Your hourly fee should generally be higher than you might imagine.

Many expert fortune tellers charge £200-£250 an hour.

I recommend that even a novice fortune teller should not generally charge less than £60 an hour.

Charging at least £60 an hour will mean that, for example:

- A 30 minute tarot reading will earn you £30.
- A 20 minute palm reading will earn you £20.
- A two hour astrological reading and written horoscope will earn you £120.
- An afternoon spent preparing a newspaper horoscope will earn you £240.



- If you work part time (20 hours per week) you should earn at least £1,200 per week.
- If you work full time (40 hours per week) you should earn at least £2,400 per week.

As you become more proficient and/or famous you should increase your hourly rate.

Promoting Your Services

The long-term objective of every professional fortune teller should always be to make formal advertising unnecessary.

Repeat clients will replace advertising:

- All the business you will ever need will come from clients who use you regularly. Recommendations (clients who recommend you to their friends).

Most established fortune tellers do this already. **This approach is not only more professional but avoids the expenses associated with formal advertising.**

In the short-term however, when you are starting out you will need to actively advertise and market your service.

Hot Insider Tip...

The Three 'T's' advertising guidelines to successful marketing are: Tasteful, Truthful and Targeted.


Your adverts should be:

- **Tasteful** - in keeping with the spirit of the mantic arts, ie. traditional, long established and reputable.
- **Truthful** - never promise what you are unable to deliver or, alternatively, use unnecessary mystery or create fear.
- **Targeted** - so as to deliver the type of client most able to benefit from your services.

These are the five main methods you can use to promote your services...

Word of Mouth Publicity

Word of mouth advertising is the preferred method, as it is not only 'free' but is also more professional. Potential clients will generally respond to a referral or recommendation more than any form of direct sales message.



To initiate word of mouth publicity, tell everybody you know about your new-found interest and persuade them to tell everyone they know. Soon several hundred people will know about your new service!

Press Release Publicity

The press are always interested in news stories with a human interest angle. When setting up your new venture it is a good idea to send a press release explaining what you do, together with a photograph, to all your local and regional newspapers and magazines, and possibly nationals too.

Repeat this process every six months or so. In the event that a mere two or three of these publish your press release, you will generate a sizable amount of business effectively for nothing.

Demonstrations and Group Readings

A demonstration or group reading is a highly effective way of promoting your services as it not only enhances the public's awareness of fortune telling generally, but also generates immediate clients for your service.

One way of doing this is to give free demonstrations of your skills to local clubs, groups and special interest societies. You can obtain a list from your library.

Alternatively, set up a stand at a fair or gala, or in a shopping mall. Have a supply of business cards printed to give out at the event.

Paid Advertising

You should consider advertising in all your local newspapers and magazines initially. Try community newspapers, local newspapers (including free newspapers), regional newspapers and any regional magazines there might be in your area.

If you intend to offer postal readings then national newspapers and magazines can also be used. Most fortune tellers find that small, regular classified advertising is more effective than running a large advertisement infrequently.

Window Cards

Window cards are also a method that can be considered. Have some business cards printed and display them in local shops, supermarket and community notice boards.

Checklist

Key Points So Far:

- Recognise the importance of developing a professional image.



- Always aim to understand the market in which you are operating and the advertising and marketing methods which are available to you.
- Establish a realistic hourly rate and always keep to it.

Selling Your Service by Post and the Internet

Selling your service by post and the Internet is an easy way to get started. It is also ideal when you are relatively inexperienced because you can work on readings in your own time and consult your sources as you are preparing them.

So, it is a method which enables you to produce professional readings even if your knowledge of the subject is not fully developed.

Offering a postal and email service also enables you to market your services worldwide.

The other benefit is that you will find some clients prefer not to consult with a fortune teller face-to-face.

Postal and email are suitable for:

- Astrology.
- Numerology.
- Palmistry (using a palm photocopy).
- Chinese astrology .
- I Ching arts.

Postal and email are less suitable for:

- Tarot.
- Tasseography.
- Rune stones.
- Pendulum dowsing.

The most effective way of marketing a postal or email service is on a two-stage basis:

- **Step One** - advertise your service with the aim of attracting enquiries.
- **Step Two** - when would-be clients contact you, quote them a price for the particular service they require. You could also point them to your web site.



By this method you can increase or decrease the charge according to the detail that the client requires and the amount they are willing to pay. Typical charges are £35 for a postal or email horoscope or £60 for an in-depth palm reading using a photocopy of the client's palm.

Test different newspapers and magazines to find those which are most effective for your individual business. **Remember to select publications which appeal to a chiefly female readership.**

Again, for advertising on the Internet, test different websites to see which ones bring you in the most enquiries. You don't necessarily need a website of your own, you can always simply run small adverts on subject-related websites giving your email address for enquirers to contact you.

However, this business is ideal for a website – it's a perfect opportunity to give a background on fortune telling and a list of the services you can provide.

Sample advertisements you can use:

HOROSCOPES BY POST
Full detailed, written horoscope prepared
by professional astrologer.
Tel. 01234 567891
www.thefirtuneteller.com


WHAT DOES THE FUTURE HOLD?
YOUR PALM READ BY POST
by Professional Palmist.
Tel. 01234 567891
www.thefirtuneteller.com

How to Conduct a Personal Reading

A personal fortune telling reading is regarded as a reading where the fortune teller and the client actually meet face-to-face. Most fortune tellers find this as the easiest type of reading to perform.

Personal contact allows you to understand your client's needs more accurately and also develop a two-way relationship with them, thus enabling you to make adjustments to your reading depending on their reaction. This is not possible with, for example, a postal reading.

Personal readings also offer good long-term profit potential, since you will find that many of these clients will consult with you on a regular basis – often as much as two or three times each year.



To ascertain the ‘going rate’ for personal readings check discreetly with other fortune tellers in your area. Personal reading is suitable for use with ALL mantic arts.

These guidelines should be followed when conducting a personal reading...

A Suitable Location

A personal reading must always be given in an appropriate place. This can be at your home or place of business, or the client’s home. In either case it should be quiet, clean and tidy and free from interruptions throughout the period of the reading.

Always give readings at a table, whilst seated at comfortable chairs. This is more business-like and fosters a good professional-client relationship. The table is the ‘professional boundary’ between you and your client. The room does not need to be in semi-darkness, although it is often a good idea to close the curtains or blinds to minimise distractions from outside.

A Suitable Time

The actual time of day is unimportant and – contrary to what some people believe – a reading does not have to be conducted at night!

A suitable time can be regarded as any time when the participants are feeling relaxed, calm and receptive. **Unsuitable times** include any time when either party is feeling stressed, has other pressing engagements, or is late. In these cases it is best to cancel a consultation and reschedule it for a more suitable time.

Evenings and weekends should be regarded as the most appropriate times for your personal readings.

Always Understand Your Client

Just as no two clients are ever the same, **neither is what each individual client expects from a reading.**

You will be able to interpret your findings much more accurately if you take a few moments before each reading to find out a little about the client and their motivation for consulting a fortune teller. This is best accomplished by means of casual ‘small talk’, prior to starting the personal reading.

Top Insider Tip...

Fortune tellers use four leading questions to help them understand their client’s requirements.



They are:

- **Who** are you? This means you ask for their name, occupation and family status.
- **What** do you hope to learn from this reading?
- **Why** do you want to know?
- **Is** there a particular question or personal issue you would like guidance on?

Once you have their answers to these four questions, you can start your reading.

Group Readings

Group readings are a useful medium for the professional fortune teller for two reasons:

- They are a good way of publicising your services, especially when initially offered on a complimentary basis.
- They can also be extremely profitable when charged for, since many readings can be accomplished in a short period of time and in one location.

It is normal practice to offer **group discounts** in such situations but, nevertheless, ten or fifteen customers at a reduced rate of £20 in a single session produces an excellent income of £300 per session.

It is well worth contacting clubs, societies and special interest groups in your area, introducing yourself, and offering your services to the group.

A group reading should be handled in exactly the same way as an individual reading. Always aim to ignore any onlookers and **deal with each client on a one-to-one basis**. It is also particularly important that, when readings are conducted in front of an audience, your client is fully agreeable to the other people hearing any information that you give them. **Always check beforehand.**

Recording Your Readings

Many fortune tellers record their readings. This is recommended for three reasons:

1. Most clients like to take away a permanent record of their reading. This can be used as a free gift, or sold as a profitable extra.
2. When the same client consults you again you will have a record of



your previous session with them and this can be used to enhance your next reading.

3. Recording a reading and listening to it several times afterwards is also an excellent way of spotting how your technique can be improved in future.
4. A recording protects you in the unlikely event of a customer claiming misconduct during the session. E.g. as a male practitioner you are particularly vulnerable having lone females for readings at your house.

It is reasonable to charge extra for an audio (CD) or visual (DVD) copy of the reading.

Selling Your Readings to the Press

Newspapers and magazines represent a truly enormous market for the fortune teller. It is estimated that about 90 per cent of all mass market publications feature a horoscope column (astrology) on a regular daily or weekly basis, with a smaller number featuring other mantic arts such as Tarot on an occasional or regular basis.

As a result this creates an enormous, regular and well paid demand for fortune telling services. The added advantage, which you may not have considered, is that it also brings you professional prestige and serves as 'free publicity', attracting clients for personal readings.

This method is appropriate to:

- Astrology.
- Numerology.
- Tarot.
- Chinese astrology.
- Rune reading.
- I Ching.

This method is less suitable for:

- Palmistry.
- Tasseography.
- Pendulum dowsing.

You should consider approaching every newspaper and magazine which already has fortune telling features, such as horoscope pages. The easiest way is to start with locally-based publications and then progress to national newspapers and magazines.



Also approach newspapers and magazines that do not currently run any fortune telling features; so long as it would sit well with the rest of their content. Contact publications which already have a resident astrologer because they may well be interested in a new angle, or regular columns featuring other and less well known mantic arts such as I Ching or Rune reading.

Listings of every newspaper and magazine in the UK can be obtained from 'BRAD', available at libraries.

The earnings from the press can be considerable indeed.

The well known astrologers are believed to earn between £1,000 and £5,000 from a single, simple horoscope!

Syndication

Syndication is an arrangement which is unique to the press. It is a system whereby one reading or article can be sold to, and published in several publications in the UK or abroad, who each pay a fee for permission to reproduce the article.

This is perfectly acceptable so long as each publication is aware that your work is being syndicated. Newspapers and magazines generally pay less for a syndicated article than for one purchased with exclusive publication rights. However, it enables you for example, to sell one reading to ten publications for £200 each (£2,000 total) rather than one reading to one publication for £400.

Referral Business

Selling your work to the press is also a very good way of generating what is known as referral business. This describes a situation whereby potential clients contact you directly for a personal reading largely as a result of reading your press column.

To make this possible always request that your editor includes a postal and/or email address and/or telephone number in your press column.

Press readings can also be used in conjunction with premium rate telephone lines whereby a telephone number providing access to a more detailed reading is quoted in the press column. This is another way of using the two-step marketing method.

Appearing on Television and Radio

Television and radio stations are major customers for fortune telling services and an appearance on a TV or radio programme can quickly elevate a



fortune teller to celebrity status.

This market can be difficult to penetrate initially, but it is ultimately the most rewarding type of work being not only well paid but an excellent way of promoting your service and producing a torrent of work. Several famous names have also started out fortune telling on TV or radio and quickly progressed to positions as presenters or celebrities in other areas of the media.

TV and radio is an appropriate way of marketing all your mantic skills. Many types of programmes incorporate fortune telling into their content. The ways in which they do this include regular readings, phone-ins and occasional features. All of these are good vehicles for the services of a fortune teller.

How to Enter the TV and Radio Market

Entering the TV and radio markets needs to be carefully planned:

- **First, become proficient in personal readings.** The TV or radio studio can be a demanding environment, especially when appearing on a live programme. You should be able to work calmly and confidently in this situation and practising with as many personal clients as possible is the best way of achieving this.
- **Second, undertake as much pre-publicity as possible,** with the aim of getting your name known. Undertaking readings for newspapers or clubs/groups is a good way of achieving this. Ultimately, this can lead to TV and radio producers actually asking you to appear on their programmes, rather than you asking them!
- **At the same time, identify potential users of your service.** This is best done from a personal knowledge of as many TV and radio stations as possible. The best types of programmes to focus on are magazine programmes, local news programmes and any lifestyle programmes, especially those which appeal to women.
- **Prepare a personal ‘address book’ of contacts.** Details of TV stations and production companies can be found in ‘Kemps International Film & Television Yearbook’ or ‘The Writer’s Handbook’ which are usually available at the library. A telephone call to the relevant stations and production companies will provide you with the name of the Producer of suitable programs.
- **Finally,** write or call the relevant producer and offer your services as a professional fortune teller.



Further Considerations

When approaching TV and radio stations always try to think of a strong signature or unusual angle. Remember that TV is a highly visual medium and so a strong visual image will help to 'sell' you to the producer.

Similarly, radio is by necessity an audio medium. So, for example, a particular style of dress (for TV) or a unique catchphrase (for TV or radio) will increase your chances of being hired.

An excellent way of introducing yourself to TV and radio producers is to send them a demonstration DVD. This proves to the producer that you can do the job. The very best way is to send a recording of an actual reading, **but ensure that you first have the agreement of your client!**

The more pre-publicity you have done, the better chance you stand of being accepted when you personally approach a producer; especially if you have already begun to build a fan following. Have a great website with good testimonials as this is the first thing a TV producer will look at.

Forecasting Using Premium Rate Telephone Services

The premium rate telephone service is one of the most exciting methods to market your fortune telling services. It offers you the potential to offer your services nationwide, or even worldwide.

It is also extremely profitable, since these services (indicated by 0891 and similar dialling codes) are operated on a 'revenue sharing' basis with the cost of the call (typically 50 pence or £1 per minute) shared between the service provider and the telephone network operator. You have virtually no overheads, require no technical equipment, and can earn up to £60 per hour from a single line at peak capacity!


There are two kinds of premium rate marketing currently in use.

Recorded Services

This involves recording a reading into an electronic voice mail system. The reading can then be accessed, 24 hours a day, by your clients. It is ideal for techniques where readings are not personalised to the individual client, such as astrology and Chinese astrology. After preparing your reading in the normal way you simply upload it to the system. It can then be updated on a regular (daily, weekly or monthly) basis.

Live Services

Live services reward you on exactly the same terms as recorded services. The difference is that they establish a direct connection between the fortune teller and the client. They are ideal where you provide the client with a personal reading, such as in Tarot, numerology and Rune readings, as well



as astrology.

Establishing your own profitable ‘Astro Line’ or ‘Tarot Line’ is technically very simple. You do not need any special equipment or a special telephone line. The service can be provided through a specialist network supplier. Messages can be recorded from an ordinary telephone and live calls directed to an ordinary telephone line. Advertise your lines in suitable newspapers and magazines.

Normally, other than an initial connection fee or line rental, set-up costs are minimal. The income from calls is shared with the network supplier. So, for example, on the cheapest premium rate line (50 pence per minute) a ten minute reading will cost the client £5.00 and, assuming you were paid commission at 85 per cent, would earn you £4.25 per 10 minutes.

This is an income of £25.50 per hour or £612 each day!

To operate this service you first need to set up a premium rate line. These are available from a variety of suppliers. If you surf the Internet for telephone call centres, you will find franchises offering this service, with a branch nearest to you.

Building a Regular Clientele

Building a regular clientele is very important for the professional fortune telling business. Why? Repeat business costs you nothing in advertising!

Normally, new clients, assuming they are happy with your service, are 70% to 80% likely to use you again and the advantage is that this repeat business involves no advertising cost. Additionally, remember that there are only a limited number of clients in any area and that people won't travel far for your services. This makes it crucial to ensure that you try to convert every client you obtain into a repeat client.

Here is a list of the things you can do towards building a regular customer base:

- **Use methods of advertising that attract repeat clients.** Group demonstrations and newspaper, TV and radio appearances are much more likely to produce repeat clients than paid-for advertising.
- **Choose clients selectively. When talking to prospective clients for the first time ascertain whether they wish to use your services for serious purposes or ‘just for fun’.** Whilst the ‘funseekers’ are a source of profitable business the serious clients (and there are many) are much more profitable, as they are much more likely to come back again and again.
- **Interpret your client’s needs as accurately as possible.** Aim to provide them with the answers and information they seek wherever possible.



- **Build client loyalty.** Develop a lasting relationship with people. Take a *genuine* interest in them. Understand their lifestyle and their situation. Follow up your readings. This way they are more likely to come back and you are more likely to be able to help them. (Aside: I really don't think you should get into this business if you don't genuinely like people and want to help them.)
- **Good value is a key to repeat and recommendation business.** Fortune telling can be very profitable indeed and you can earn up to £60 or more for one simple reading. However, it should also be good value so be sure to pack plenty of advice into each session.
- **Continue to develop your skills.** Fortune telling is an art which you can always keep learning. You can never know enough. In this course I give you a sound grounding but always try to develop your expertise further. Read as many books on your chosen arts as possible – see my further reading recommendations throughout the course. Always be well-informed on the latest trends in fortune telling. For example, the market place for clients receiving their horoscope by text has grown alongside the mobile phone industry.

Checklist

Key Points So Far

- Postal and email readings are an easy way to get started.
- Personal and email readings are the quickest way to develop your skills.
- The highly lucrative press, TV and radio assignments take time to develop. Get your name known.
- Have a unique 'signature' or trading style.
- Aim to build up a regular clientele.

Extra Help

A brief explanation of what is meant by the term 'mantic art':

A mantic art is any art related to prophecy or divination, in other words predicting the future.

The difference between pure and applied mantic arts is:

A pure mantic art chiefly involves calculating data. An applied mantic art involves using this information in fortune telling.

How long astrology has been practised, and by whom:

Astrology has been practised since at least 3,000 BC by the Babylonians, and since at least 2,000 BC by the Chinese and Mayans of Central America.

What percentage of fortune telling clients are likely to be female:



Between 75 and 90 per cent of clients are likely to be women.

What the term ‘signature’ means:

A signature is a trademark or unique identity which distinguishes your service from that of other fortune tellers. Think how Mystic Meg looks, acts and dresses. Now think of Uri Geller. Now Elton John for that matter! You get the idea. They each have their own unique look and style.

The three criteria any method of promoting a fortune telling service should comply with:

Methods of promotion should be tasteful, truthful (never promise what you are unable to deliver) and targeted (so as to deliver the type of client most able to benefit from your services).

The advantages of postal and email readings are:

You can work on readings in your own time and consult your sources as you are preparing them. Offering a postal service also enables you to market your service nationally and even internationally. It is also of interest to clients who prefer not to consult with a fortune teller face-to-face.

The criteria that should be applied to personal readings:

When giving a personal reading you should ensure suitability of location, ensure suitability of time and also take time before starting a reading to understand your client.

The two main types of premium rate telephone service are:

The live service and the recorded service.

The methods which can assist you in building a regular clientele are:

Use methods of advertising that attract repeat clients. Choose clients selectively. Interpret your client’s needs as accurately as possible. Build client loyalty. Give good value at all times. Continue to develop your skills.

Conclusion for This Lesson

Congratulations! You now have a basic knowledge of the background to and history of the art of prediction. You also know how to establish yourself as a professional fortune teller.

The really exciting news is that all of this knowledge takes you a step nearer towards becoming a serious player in this billion pound business. If you want more leisure time and a lifestyle where you call the shots, all you have to do is simply study each of the lessons and learn the art of prediction. Then you can set about establishing your fortune telling business.

Have fun and I look forward to joining you for the next lesson, when I continue to explain this fascinating and lucrative world!

Sarah Rhinegold