

Prediction Profits

LESSON SEVEN

by

Sarah Rhinegold

No experience required!

Astrology Part III

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!

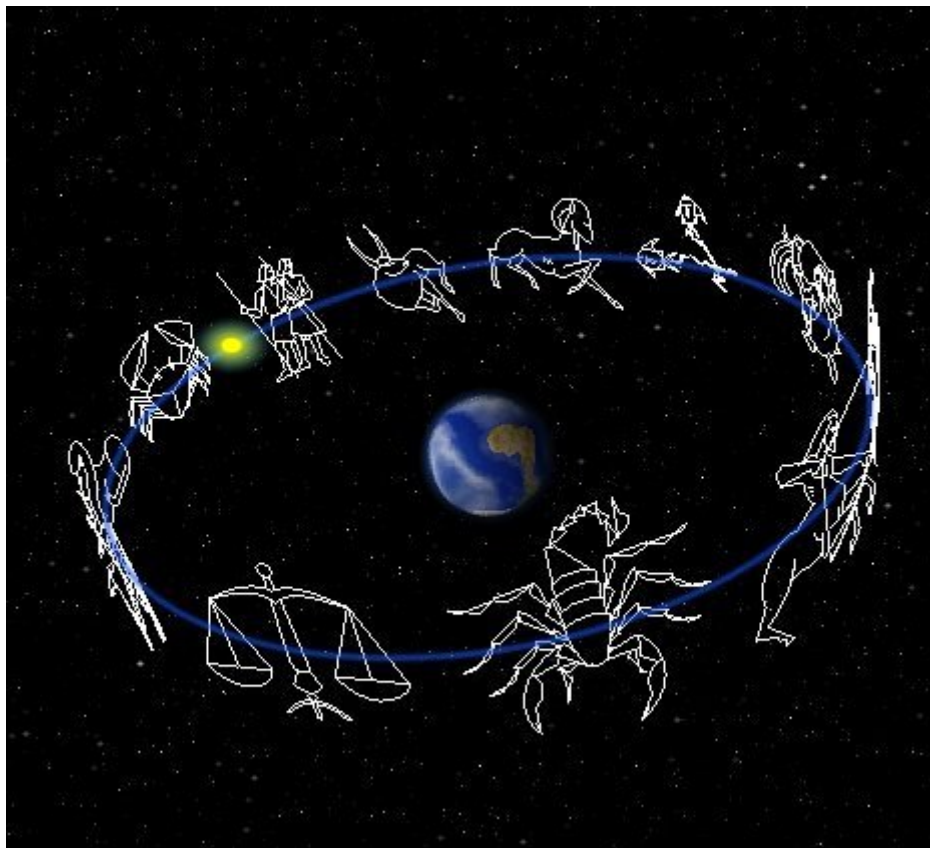
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Astrology Part III





Welcome and a huge ‘Thank You’ for purchasing Lesson Seven of ‘Prediction Profits’. Let’s continue with revealing ancient secrets and knowledge of the art of fortune telling so you can join the ranks of high earners in this billion pound worldwide industry.

Part Three of the Secrets of Astrology

In this lesson you will be concluding your study of western astrology. Lesson Eight will introduce you to Chinese astrology, which should be regarded as a completely separate mantic art.

You will be discovering how to analyse the astrological information which you been studying in the last two lessons. You will look at how to prepare and give an astrology reading, and how to market your service successfully.

What You Will Achieve

By the end of this lesson you will be able to prepare and successfully market astrological readings and horoscopes. You will have become a professional astrologer!

A Formula for Astrological Analysis

As you will have realised from the last lesson, preparing a birth chart and an astrological reading involves preparing and handling a mass of complex data. As such, it is important to be methodical when analysing this information.

In this section I will outline an approach which you can use to analyse the information you calculated in the previous lesson, and a way in which you can relate the various pieces of information to one another.

As you gain more experience you may find that you do not, in fact, need to follow this checklist and will be able to carry out this procedure according to your own system, following your own personal techniques and shortcuts. When starting out in astrology, however, you must follow a methodical approach and I suggest you adopt my methods, at least when you start.

Analysing the Ascendant

When studying a birth chart for the first time you should first analyse the Ascendant. The Ascendant does, after all, symbolise the beginning of the astrological cycle and is the key to so much else.

In addition, the ‘Me’ sector, as astrologers also call this, is the very focus of self-expression and relates to the client’s relationship with the world around them.



When analysing the Ascendant you should consider:

- The sign on the Ascendant itself.
- Its disposition and traits.
- Its attitude.
- Its quadruplicity.
- Its temperament.
- The stress on the Ascending sign.
- The planets conjoining the Ascendant.
- The planets aspecting the Ascendant.

You may need to refer back to the previous two lessons if you are unclear what these terms mean. They have all been explained in Lessons Five and Six.

Analysing the Sun and Moon

Analyse the impact of the sun and the moon before all the other planets. The only reason for this is that it shows a more methodical approach.

These are the points you should examine:

- The specialised function of each planet.
- The likely course of action of both the sun and the moon.
- The disposition and traits of the sun and the moon.
- The attitude of the sun and the moon.
- The quadruplicity of the sun and the moon.
- The temperament of the sun and the moon.
- The stress of the sun and the moon.
- The aspects to the angles of the sun and the moon.
- The conjunction of the angles of the sun and the moon : The Asc, IC, Des and MC – or in practical terms, the Me, Us, You and Them sectors.
- The aspects of the sun and the moon to each of the other planets. Work through each of the planets in turn. Using the aspects which you have already calculated, make a brief assessment of each relationship. What forces does each planet exert on the other and what is the end result?

When analysing these relationships remember that you are analysing the astrological forces that were at work at the very moment your client was

born. They are the very key to an analysis of personality, life and so many other aspects too.

Analysing the Other Planets

Next, work through all the other planets in turn and assess:

- Each planet's specialised function.
- Its aspects to the angles.
- Its conjunction to the angles.
- Its aspects to the other planets.

To recap, the other planets (apart from the sun and the moon) are:

Mercury

Venus

Mars

Jupiter

Saturn

Uranus

Neptune

Pluto

Analysing the IC, Des and MC

Finally, after the most important analyses, that of the Ascendant and the planets, all that remains is to analyse the IC, Des and MC.

To do this, simply note the aspects to each of the angles of these features on your client's birth chart. You may or may not want to incorporate them into your reading, depending on the depth of your analysis.

Useful Tip:

When you first start analysing this information you should make notes about what you have discovered. You can refer back to these when you give or write your actual reading. When you gain some experience you may find that you no longer need to make notes and can analyse and present the information from memory.

Organising Your Analysis

As you work through the checks and comparisons which I have already recommended you should begin to get a 'feel' for the astrological character and future prospects of the client. If at first you feel your reading is rather vague, go back and repeat the exercise – several times if necessary.

Refer back to the information given in the previous two lessons. This will explain how the signs and the planets related to each other at the time your





client was born and hence how their relationships at the present time and in the future relate to the client's present mood and future prospects.

When preparing your reading you may well find you are producing a massive amount of seemingly complex information.

In order to organise this information more professionally to present as a usable reading, and also to make it easier for the client to understand, most astrologers organise their reading into six main core profiles.

Core Profiles

It is up to you whether you present your reading to your client by way of separate core profiles, or simply use this method for your own guidance.

Either way, whether you are giving a spoken reading or a written reading, you will find it easier to work through each of the following areas in turn:

- Personal
- Character
- Life
- Career
- Family
- Relationship

Personal Profile

Use the astrological information and other information you have obtained from your client to make some judgements about the personal circumstances of your client.

For example, are they:

- A professional?
- A manual worker?
- A thinker?
- A doer?
- A family person?
- Young?
- Mature?
- Elderly?

In many cases the judgements you make in astrology need to be modified according to the personal situation of the client. For example, a particular

happening may mean something totally different to a young person compared to an elderly person.

Character Profile

Make some judgements about the character of your client.

For example, are they:

- An extrovert?
- An introvert?
- Generous?
- Mean?
- Trustworthy?
- Capable?
- Unreliable?
- Erratic?

This will help set the scene and may reveal useful information about the client's true character which they did not previously realise.

Life Analysis

Life analysis relates to both the past and the future. Look at aspects of your client's past life, as reported by astrology, and how it might have affected their character.

Make projections for the future according to what you see by projecting onwards from their birth chart, and modify it in the light of what else you know about them. (This is known as studying **progressions** and **transits** and was covered in Lesson Five.)

Career Analysis

Look at the client's past career path and what the future holds for their career.

Are they:

- Successful?
- Ambitious?
- Frustrated?
- A high flyer?
- A sure but steady type?





Family Analysis

Look at your client's family links and their relationship with their immediate family.

And find out:

- Are they a family type person?
- Do they prefer their independence?
- Do they keep in close contact with family members?
- Do they value family?

Relationship Analysis

By 'relationship', I mean relationships with life partners rather than other family members as such.

One of the best ways to provide useful information on relationships is to prepare and analyse both your client's birth chart and that of their partner. (This is known as **Synastry**, and was covered in Lesson Five.)

If you surely and steadily work through each of these core profiles in turn you will find that you have covered most if not all of the main areas which most clients require astrological guidance on. There is no reason why you shouldn't cover other subjects if you so wish, but these are the core areas which will form the basis of a satisfactory professional reading.


The Ethics of Astrology

When practising as an astrologer it is necessary to abide by the highest standards of ethical conduct. Remember that a substantial proportion of your clients take astrology itself, and your readings in particular, very seriously indeed. They are likely to take your professional advice to heart and act on it. You must therefore give your reading accordingly.

Even when working in the fun market – where clients may well not act upon your advice – it is still the responsibility of each individual astrologer to maintain and promote the highest standards of conduct and present the profession in the best possible light.

An astrologer should consider him or herself a professional practitioner, in a similar way to that in which a doctor or a lawyer is a professional practitioner.

As well as the need to practice professionally the astrologer should regard him or herself as operating in a **counselling role**. Your task is to help the client to find out about themselves, to explore their life and their situation and to make an assessment about their current situation and future prospects. You are using astrology, and your professional insight, to work towards this



end. As a counsellor your role is **not** to give direct advice (see Rule 2 below). E.g. you would not normally say something like: “Yes, you should marry Bill.”

The following Code of Ethics, although by no means mandatory or legally binding in any way will help you practice in an honest and ethical manner.

The Astrologer’s Code of Ethics

Rule 1 - Always ensure total confidentiality

Astrologers must keep a client’s reading confidential at all times. It must not be disclosed to any other party, even in a demonstration reading, without their express permission.

Rule 2 - Always act in a non-advisory role

The role of the astrologer should always be non-advisory. You should not normally provide the client with recommendations on what to do or what not to do. You are providing a professional interpretation – one based on an analysis of the birth chart.

Drawing conclusions about what to do and what not to do should be left to the client. You may, for example, suggest possible solutions to a particular problem but the choice of solution must always rest with the client.

Rule 3 - Only read what you see

You should take care to give a reading based only on the information that you obtain based on calculating the birth data and preparing the birth chart. Obviously a certain amount of personal interpretation is implicit in interpreting this.

However, **never** be tempted to embellish or develop your findings in order to make the reading more exciting or more marketable.


Rule 4 - Always avoid judgements and moralising

Astrologers should avoid making judgements when giving a reading, e.g. whether a particular event is good or bad, prudent or otherwise. Merely describe the situation and leave the client to make up their own mind on whether their past or future actions are good or bad, moral or immoral.

A good astrologer is neither judge, nor jury.

Rule 5 - Always avoid occult connotations

The professional astrologer should never encourage the client to believe that their skill is in any way sinister or mysterious. Avoid any connection with the occult. Always promote astrology as a positive, ‘white art’.



The astrologer should also avoid giving any readings that are likely to distress the client. Never, for example, foretell of accidents, serious misfortune or death.

Rule 6 - Always avoid the use of jargon

As you will have discovered, astrology involves a good deal of technical jargon. Don't be tempted to make excessive use of this jargon. Whenever you do use it, explain the terms and concepts involved briefly to your client.

The only exception to this rule is where it has been established that the client has a good knowledge of the jargon themselves, in which case you can use technical terms more often.

Rule 7 - Special considerations for distance readings

While many astrological readings are given in person (and this must be considered the ideal), many others are given over the telephone or are written down in a report.

Special care must be given in these so-called distance readings to ensure that nothing important is missed, or its meaning modified or added-to, because the reading has been given over the telephone or set down on paper.

Checklist

Key Points So Far:

- When analysing a birth chart, always adopt an organised approach. (You can use ours if you wish, or adopt your own. Either way it should be organised.)
- The easiest way to compile a comprehensive reading is to analyse the core areas: **character, personal, life, career, family and relationships.**
- Always be an ethical practitioner. Follow the Code of Conduct and your own high standard of ethics.

Successfully Marketing Your Astrology Service

Key Principles of Marketing Astrology

Even though, as a fortune teller, you are a professional offering a professional service, you should not neglect the fact that you are working in a marketplace which is both commercialised and competitive. It is important to have some understanding of how the astrology market operates before you can start trading within it.

Astrology is the most popular prediction service. Of the 30 million plus people who claim to use prediction services (according to a recent survey), it



is likely that the vast majority of these use astrology – even if their use amounts to no more than reading the newspaper horoscopes every day, which is a huge market for astrologers in itself.

The market is expanding, as new ways of selling astrological information are devised. In short, there is enormous potential to sell your service but you must approach it professionally, just like any other professional company marketing a product or service.

The popularity of astrology also means that it is the most competitive marketplace. Unlike some of the less common mantic arts, such as numerology, you are bound to be in competition with many other fortune tellers when selling your astrology service.

Here are some tips which will help you to deal with this situation:

- All your advertising must be professional if you are to persuade customers to part with anything from £20 to £120 or more. The standard of advertising with regard to astrology is high and if yours isn't your clients may well go elsewhere. Cheap, poor quality advertising will not work.
- Offer a quality service. It is usually better to offer a good quality service at a high price, than a cheap-and-cheerful service at a low price. The astrologers who charge the most are normally the busiest.
- Use as many methods of advertising as possible. Spread your message far and wide. Never think that everyone must know about your service simply because you advertise in the press.
- Try to think of innovative ways of marketing. Try to use new methods of getting your message across, and ways of offering your service that others haven't thought of. The market is moving fast – try to stay ahead.

Understanding the Astrology Market

The most important thing to note about the astrology market is that the proportion of what are called believers is **lower** than for other mantic arts.

For an art like Tarot cards or palmistry you will normally find that 95% of customers are believers and only the remaining five% sceptics. Surveys have, however, shown that only about 60% of people who use astrological services actually believe in astrology! Given the trend for many people to read newspaper horoscopes 'just out of curiosity' this figure could well be lower.

This isn't to say that the remaining 40% of customers who are sceptics aren't good customers. They are – after all, the market for popular astrology is enormous and growing – it simply means that you need to market yourself to them bearing this in mind.



The chief implication of this is that you can afford to be more adventurous and dynamic in your marketing than other types of fortune telling service. Use more hard-hitting methods that will penetrate the market more comprehensively.

You can even use methods and approaches that might appear out of place for other mantic arts. Remember that people are used to seeing astrology, by way of horoscopes, almost every day. This isn't something that happens with, for example, palmistry. Your marketing must therefore be brighter, bolder and more hard-hitting in order to reach potential clients.

When marketing your service it makes sense to divide your efforts into reaching the 'serious' market and the 'fun' market (popular astrology). The fun market includes the Internet, newspaper columns, TV and radio appearances, premium rate telephone and text services. The serious market chiefly includes individual consultations in person, by email or post.

Recap: Two Points You Must Never Forget

Here are two more important principles which I first discussed in Lesson One and which apply at all times when marketing astrology:

- **Most Clients Are Female** - over 90% of clients are women. Even when including newspaper horoscopes about 70% of the market will be female. So, when marketing your service **focus mainly on methods that are likely to appeal to women.**
- **Most Clients Consult For Specific Purposes E.g.:**

Love, romance and relationships.

Family matters.

Career matters.

Health.

Finance/money.

Other issues.

Astrology is well suited to providing guidance on all these issues, especially the first three areas. Try to tailor your reading accordingly.

We will now study the main ways to promote and advertise your astrology service.

Word Of Mouth Publicity

This marketing method is very important to the astrologer. Because astrology is the largest prediction market it is also the most competitive. You must do what you can to get your service known and recommended quite apart from carrying out paid advertising. Potential clients will generally respond to a referral or recommendation more than any form of direct sales message.



Make sure you tell everyone you know about your astrology service, and encourage them to tell everyone they know. A good way of doing this is to do some complimentary readings or demonstration readings when you first start.

Press Release Publicity

The press are always interested in new news stories with a human interest angle. When setting up your new venture it is a good idea to send a press release explaining your astrology service to the press, especially your local publications.

Send a photograph with your press release and offer an interview or article. Repeat this process every 3–4 months.

Demonstrations

In astrology, a demonstration is best regarded as a good way of attracting and converting potential new clients rather than a profit making activity in its own right. The best 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. Ask the secretaries if they would like you to give a demonstration of astrology to their members.

Unlike most other types of fortune telling, an astrology demonstration must always be prepared in advance. Find a willing volunteer and obtain their birth data – as well as their agreement to disclose their reading – well in advance. Prepare their birth chart and make some notes towards your analysis.

Your demonstration should consist of two parts. During the first half explain how you constructed the birth chart. During the second half use your notes to deliver a full astrological reading.

You may not show a profit from your demonstration but certainly will from resultant bookings. At the end of the demonstration always be ready to make appointments for individual readings and have business cards and fliers to hand out. Experience suggests that a mixed audience (believers and sceptics) of 30 people will, on average, lead to five or six firm appointments for individual readings.

Paid Advertising

Paid advertising is a necessity when you first start. You should advertise in all your local newspapers and magazines initially. Try parish and community newspapers, local newspapers (including free newspapers), regional newspapers and any regional magazines there might be in your area.

Advertise on the Internet. Either set up your own website or advertise on other websites. Either way potential clients can email their requests and



orders to you. Setting up a Paypal account makes it easy for clients to pay you.

If you intend to offer postal readings then national newspapers and magazines can also be used. Always advertise mainly where astrology services are **already** being advertised, since these are usually proven market places for the service.

The important points to note about paid advertising for an astrology service is that there will always be a degree of competition in any place that is worth advertising your service. So, try to ensure that your advertisement is larger, more frequent and better presented than any of your competitors. This may cost a little more, but in tests it has been shown that around 90% of people will select the largest advertisement when offered a choice of similar advertisements.

Checklist

Key Points So Far:

- Astrology is the most competitive marketplace.
- You can afford to be more adventurous with your advertising.
- Use every method at your disposal to penetrate the market as deeply as possible.

Marketing a Personal Reading Service

An individual personal reading is the most time consuming type of reading. It is, however, also one of the most enjoyable and it allows you to fully practice and develop your art and interact properly with your client. It is a good type of reading to do to build up your experience, since you can make running changes and improvements as you go along.

Personal readings can also be extremely profitable. Even as a relative beginner you can charge from £50 to £70 for a short personal reading. As you gain experience you could easily charge £150 or even more for an in-depth personal reading.

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

Personal readings can either be conducted in person or by telephone, either in your home or the client's home. The best way to charge for personal readings is according to an hourly rate. This way, if your client requires a comprehensive reading you earn more. Conversely, if they have less to spend you can tailor your reading accordingly.



The most appropriate methods of marketing personal readings are paid advertising, word of mouth and using group demonstrations as a way of obtaining appointments. If you are willing to undertake personal readings always state this in your advertising, since it will give you a marketing advantage over astrologers who do not.

Here are some more useful guidelines to follow when giving a personal reading:

- Set a duration time at the outset. Before starting, decide how long your consultation is going to last and pace it carefully. This will ensure that your reading remains punchy and concise. It will also help to ensure your profitability.
- Decide whether you are going to prepare the chart at the reading, or in advance. Remember that constructing the chart can be time consuming. Many astrologers prepare the chart before meeting their client.
- Ask your client if they wish to keep the chart. If they do it should generally be prepared more neatly. This will involve extra time for which you can charge extra.
- Explain what you are doing as the reading progresses. This presents your service as honest, open and ethical. There is nothing to be gained from not explaining how astrology works.
- Always record your readings. This recording can be given away to your client as a promotional gift, or sold as a profitable extra. (Listening to it yourself will also help you to improve your technique for personal readings).

Preparing Readings for the Press

Newspapers and magazines represent a truly enormous market for the fortune teller. **It is estimated that about 90% of all mass market publications feature a horoscope column on a regular daily or weekly basis**, making the press the largest outlet for popular astrology. As well as being enormous the demand is regular – and well paid.

The benefit of using the press is two-fold:

- Firstly, it brings you a direct and regular income.
- Secondly, it provides valuable free publicity for your other astrological services, such as individual personal readings. These indirect earnings could well amount to several hundred times more than you are paid for your horoscope.

You should approach **every** newspaper and magazine which already publishes a horoscope section. Start with locally-based publications and then progress to national newspapers and magazines.



Don't forget to contact publications which already have a resident astrologer. As a newcomer you may well be able to offer them a better overall deal. A good marketing tactic is to offer to write a horoscope column free of charge in return for the right to publicise your individual reading service or premium rate telephone services within it.

Also approach the newspapers and magazines which do not print a horoscope - unless it is clearly inappropriate to their subject (e.g. church and parish magazines). Listings of every newspaper and magazine in the UK can be obtained from the media directory, 'BRAD', which is available at libraries.

Study the Market Place

You will make your marketing effort easier if you always obtain a copy of any publication you intend approaching and **study** it in detail first. This will enable you to better appreciate the content, style and approach of the publication and hence the style and approach your proposed horoscope section will need to take.

When approaching publications always direct your enquiry to the editor, since he or she is normally the only person empowered to introduce a new section or a new contributor.

Send a letter of introduction and then follow it up with a telephone call asking the editor if they are interested. If you don't receive a response then re-canvass editors at least once a year. Publishing policies (and also editors) change frequently and the publication that doesn't need you one month may well need you the next.

Finally, don't forget syndication – the same reading 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. Offer the publication either 'Exclusive Rights' or 'Syndicated Rights' as appropriate.

Normally you would sell syndicated rights for no more than 33% of the value of exclusive rights. If you do not wish to arrange syndication yourself then you can entrust this to a professional syndication agency. See 'Benn's Media Directory' for contacts.

Guidelines when Preparing Newspaper Horoscopes

Newspaper horoscopes are prepared in a similar way to that for individual readings, with one important difference. They are **generalised astrological readings** prepared for a large tract of time (ie. a day, week or month) rather than a specific birth date, and as such they encompass a **broad spectrum** of planetary positions.



To prepare a newspaper horoscope you do not start with the birth data as for an individual reading. Instead use your ephemeris to analyse the planetary positions for the period in question, using **progressions** and **transits** where appropriate. This information will reveal the influences of the planets upon each of the zodiacal signs for the period in question.

You then take this raw data and write up a synopsis of planetary activity during that period which is known, in popular terms, as a horoscope. This analysis can be carried out for whatever period your horoscope covers, e.g. daily, weekly or monthly as appropriate.

Always remember that daily, weekly or monthly horoscopes are only ever a generalisation. They can **never** be expected to be as accurate as individual readings based on birth data. This usually does not matter, since most published horoscopes are directed at the ‘fun’ market and a generalisation is all that your client requires.

This explains why published horoscopes can vary so greatly – so much depends on the individual interpretation of the astrologer and the way in which they have summarised the raw data.

Always try to take particular care when writing up your newspaper horoscope. A certain amount of generalisation is unavoidable but try to ensure that the meaning of your reading is not changed by the way in which it is written up, nor by restrictions on space.

Postal and Email Astrology Services

Astrology is ideal for offering as a postal or email service. It widens your market to the whole country, or even worldwide, rather than just your local area. It is also good when you are relatively inexperienced because you can work on readings in your own time and consult your sources as you are preparing them.

When marketing a postal service you should operate on a two stage basis. Initially, advertise your service with the aim of attracting enquiries. Ascertain exactly how detailed a reading the client requires. You can then vary the price accordingly.

A brief reading, consisting of preparing birth chart and basic analysis, normally costs at least £50. The same chart with a more in-depth analysis can cost £120 or more in some circumstances. Avoid marketing a fixed-price service (e.g. ‘Your Horoscope – £50’) as some astrologers do. This will mean you will be unable to match the amount of work you do to the expectations of the client.

Newspaper and magazine marketing is the main method of attracting postal work. 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, and also select places where astrological services are already offered. Even if you are working mainly by post it makes sense to quote a telephone number in your advertising, since this makes selling the service easier.

When marketing your service it makes sense to offer an option of either 'chart provided' or 'no chart provided'. Clients who are new to astrology might like to be presented with a nicely drawn chart.

However, clients who have used an astrologer before may not want to see their chart again. By not providing a chart you can work more quickly (your chart need only be sketchy) save time and money, and make your service more competitive. For clients who do want to receive their chart it is worth offering a framed chart as a profitable add-on.

Guidelines When Preparing Postal and Email Readings

- Whether or not you provide a chart you will, when operating a postal service, need to prepare a **written** reading. The easiest way to do this, when you first start, is to record your analysis and then transcribe it onto paper.
- Both handwritten and typed readings are acceptable. If you have a computer you can use standardised layouts and stock paragraphs.
- There is no limit to the amount you should write. Write as much or as little as you feel you need to cover the subject adequately. Postal and email readings range from two A4 pages (approximately 500 words) up to twenty A4 pages (approximately 5,000 words). You can charge by either time or length of the reading as you feel is appropriate.
- The most appropriate approach for a postal or email reading is to write to the client in direct terms, as if you are writing a letter to a friend.
- Present your reading professionally. Always front it up with a title page and that includes a reading sent by email. For postal readings, enclose it, together with the birth chart if appropriate, in a folder or binder. If mailing your reading send it in a board backed envelope to ensure that it arrives undamaged.
- Proof your reading carefully afterwards. Never send out a reading which contains typing or spelling mistakes.



- In accordance with the accepted etiquette, sign your reading on the last page.

Sample Title Page for A Postal or Email Reading

Astrological Reading for

MARY CHAMBERS

by Hugh Allsop

25th July 2008

**Hugh Allsop, Astrologer
The Chambers, High Street
Anyford. AF1 2AA
Tel. 01234 5678912
Telephone Astrology Services**

Premium Rate Telephone Services

Premium rate telephone services are potentially, the most profitable marketing method since revenue is high. Again it opens astrology up to a massive market, both nationally and worldwide.

It is also a good way of accessing the enormous and expanding 'fun' astrology market.

There are two kinds of premium rate astrology service: recorded and live.

Marketing Recorded Services

Recorded readings are always generalised astrological readings. They should be prepared in exactly the same way as for a newspaper horoscope. This information is then placed on a recorded premium rate telephone line, popularly called an 'Astro-line', which clients can call 24 hours a day, seven days a week.

The first secret of operating recorded services successfully is to find a network provider who will offer you favourable terms for your line, and also where the revenue-sharing arrangement under which these services normally operate is fair and reasonable. Calls to these services are normally charged at 50 pence per minute and a good network provider will normally claim no more than 15% of the net revenue.

The market for recorded services is especially competitive. Many new entrants are being attracted to the marketplace, due largely to the high



volume of profit that can be generated. Your service needs to be presented in a professional and imaginative way to attract as many clients as possible.

The national press is the best place to advertise these services. Other forms of media are unlikely to attract a sufficient volume of calls. Most national newspapers have a section where astro-lines can be advertised. An even better way of marketing this service to arrange what is called a 'publisher's tie-in', where premium rate lines are advertised at the end of a horoscope that appears in a newspaper or magazine. This is usually done by offering to provide the horoscope to the publication free of charge if the publication will print the number of your line within the horoscope.

Marketing Live Services

Live services reward you on exactly the same terms as recorded services, except that they establish a direct connection between the fortune teller and the client. The chief advantage of this, from a business point of view, is that the call is normally longer and hence more profitable than with the recorded service.

The service operates in exactly the same way as for a recorded service where a network provider provides you with a premium rate telephone line in exchange for a share of the revenue. Calls to these services are normally charged at a higher rate than recorded services.


The main alternative is to operate over a standard telephone line (non-premium rate) but accept credit cards in payment for your service. Check with your bank about the arrangements for accepting credit cards. Most banks have a specialist Card Services or Merchant Services department who can set this up for you. For this type of service your charges should be approximately the same as for a personal reading.

As with recorded services, the best way to market yourself is to use newspapers and magazines. With a live service, however, you may find it economic to use regional and even local publications as well as national. Although the response from these publications may be lower, the higher net profits from live services tend to compensate for this. Using publisher's tie-ins is another appropriate form of marketing.

Finally, when marketing both recorded and live services try to give yourself a competitive advantage wherever possible. For example, supplying a free copy of the chart – or a printout of your reading – will help to attract clients to your service. It costs very little to supply these extras but they give your service a higher perceived value.

Guidelines When Preparing Live Readings

One important point to understand about providing a live premium rate service is that your service must be available on an instantaneous, on-



demand basis. Clearly, if your client is paying £1 per minute for your service, or even more, they cannot be expected to hold on while you prepare a birth chart and compile your reading!

Unlike recorded services, which are generalised, live astrology services use the exact birth data.

Because of this, live premium rate astro-lines almost always use **computerised astrology programmes**. As soon as you have the client's birth data you simply input it into a computer which instantaneously prepares a birth chart for analysis. Many of these services also use a computer to compile the reading.

One further advantage of operating a live service using computerised astrology programmes is that you do not need trained astrologers to run the service. All the operator needs to do is collect the payment, input the birth data into the computer, and relay the reading to the client!

Appearing on Television and Radio

The principle reason for becoming involved with television and radio, so far as the astrologer is concerned, is that it can provide extremely effective free publicity for your service.


Remember that astrology is the chief mass-market mantic art and TV and radio stations are invariably concerned with the mass market. TV and radio are your 'mystic link' to thousands and thousands of paying customers! TV and radio can be difficult to penetrate initially but it is ultimately the most rewarding type of work. It could even elevate you to celebrity status!

A majority of TV and radio stations have some use for the services of a fortune teller. When you start it is a good idea to make a list of all the TV and radio stations (and their programmes) which could provide an outlet for your service.

Also ask your friends for their ideas. Obviously some programmes are unsuitable, but there are many that are ideal. Programmes which have a large female audience are ideal. Start with local stations first and then go national.

Always have your service up and running before approaching TV and radio. Ensure you have done some advertising and have satisfied clients 'under your belt'. This will make it considerably easier to sell yourself effectively.

In the first instance it is not a good idea to try to obtain paid assignments. Instead, offer to appear for free. Many TV and radio stations are actually quite short of funds for paying guests, and in any case they will respond more readily to a free offer.



You can demand large fees when you become a celebrity. **In the short term, remember that the publicity you will gain from a short appearance can be worth many thousands of pounds in free marketing.** You can legitimately say: “As seen on TV” etc.

Guidelines for TV and Radio Appearances

- Meet with both the programme producer and the programme presenter(s) well in advance. Discuss the style of the programme and the target audience.
- Decide carefully what format your appearance will take. The most appropriate option is usually to undertake a sample reading for either a guest or a presenter on the show. Other options may be possible, such as giving a reading for a member of the audience, or even giving astrology lessons. Whatever you do, try to think of an unusual and marketable twist.
- Prepare well in advance. There is usually not enough time to compile the birth chart on air. You will need the client’s birth data in advance so that you can draw up your chart.
- For TV, always prepare a neatly drawn chart which you can show on the screen. Discuss with the technical crew beforehand how this should be drawn for maximum clarity, and exactly how it will be used. In the case of a longer programme you may need several charts.
- Plan your reading down to the last second. Broadcasts must usually fit within a very restricted window, often of as little as two minutes. Plan and rehearse your reading so that it will fit within this time exactly. If you do not, your slot may be abruptly terminated, which will not give a good impression!
- Don’t be afraid to use ‘cue cards’ if necessary. If you are nervous about giving a spontaneous performance it is perfectly acceptable to write your reading onto a series of cue cards and read them from there.
- Never forget the marketing angle. A distinctive style or unusual appearance may help get your name more widely known.
- Remember that follow-on or referral business is the whole point of your appearance. Would-be clients must be able to contact you. Your producer will normally be willing for you to have a ‘free plug’ but discuss what this might consist of beforehand. Make sure the duty office at the TV or radio station has your contact details to give out to members of the public, since they will almost certainly receive many enquiries!

Checklist

Key Points So Far:

1. If you're hoping to make money, professional marketing is a must. Don't leave it to chance.
2. Use the publicity machine. Make time to get your service known.
3. Personal and postal readings are the best ways of accessing the serious market.
4. Press horoscopes and premium rate services are the best ways of accessing the popular or fun market.
5. TV and radio are best used to support your other services by way of free publicity.

Further Useful Information and Recommended Reading

I hope you have enjoyed studying astrology and finding out that it really is possible to construct and interpret your own astrological charts and produce useful fortune telling readings using the stars. It is, after all, the most popular mantic art and now you too can join the many successful practitioners!

I now recommend that you take as much time as possible to refine your astrological skills. A good way to do this is to prepare your own charts, together with charts and readings for your family and friends.

You will also find the following books on the subject of astrology invaluable in your further study of the subject:

- Raphael's Ephemeris, Foulsham.
- Raphael's Tables of Houses, Foulsham.
- Teach Yourself Astrology by Jeff Mayo and Christine Ramsdale, Hodder & Stoughton.
- The Prediction Book Of Astrology by Madeline Montalban, Javelin Books.
- Your Personal Horoscope (Annual), Thorsons.

Extra Help

The areas you should consider when analysing the Ascendant:

When analysing the Ascendant you should consider the sign on the Ascendant itself, its disposition and traits, its attitude, its quadruplicity, its temperament, the stress on the Ascending sign, the planets conjoining the Ascendant, and the planets aspecting the Ascendant.





The areas you should consider when analysing the sun and the moon are:

- The specialised function of each planet
- The likely course of action of both the sun and the moon
- The disposition and traits of the sun and the moon
- The attitude of the sun and the moon
- The quadruplicity of the sun and the moon,
- The temperament of the sun and the moon
- The stress of the sun and the moon
- The aspects to the angles of the sun and the moon
- The conjunction of the angles of the sun and the moon (the Asc, IC, Des and MC)
- And the aspects of the sun and the moon to each of the other planets.

Work through each of the planets in turn. Using the aspects which you have already calculated you can make a brief assessment of each relationship.

The six core profiles which can be used in an astrological analysis are:

- The Personal Profile.
- The Character Profile.
- The Life Analysis.
- The Career Analysis.
- The Family Analysis.
- The Relationship Analysis.


Brief explanation of what is meant by the term ‘the role of the astrologer should always be non-advisory’:

You should not normally provide the client with recommendations on what or what not to do. You are providing a professional interpretation, one based on an analysis of the birth chart. Drawing conclusions about what and what not to do should be left to the client.

You may, for example, suggest possible solutions to a particular problem but the choice of solution must always rest with the client. In other words you should offer alternatives, not a firm recommendation.

The estimated size of the astrology market and what is notable about this particular market is:

Around 30 million people claim to use prediction services, the majority of which use astrology. The market is expanding and there is enormous potential to sell your service. However, it is also the most competitive



service and you are bound to be in competition with many other fortune tellers when offering astrology.

Two important principles you should bear in mind when marketing astrology:

- Most clients are female (normally at least 70% and often over 90%).
- Most clients consult for specific purposes which are, in order of importance: 1. Love, romance and relationships. 2. Family matters. 3. Career matters. 4. Health. 5. Finance/money. 6. Other issues.

The best method by which to charge for a personal consultation:

The best way to charge for personal readings is according to an hourly rate. This way, if your client requires a comprehensive reading you earn more. Conversely, if they have less to spend you can tailor your reading accordingly.

What is meant by the term ‘generalised astrological reading’ in relation to newspaper horoscopes:

Newspaper horoscopes are generalised astrological readings. They are prepared for a large tract of time (ie. a day, week or month) rather than a specific birth date and as such they encompass a **broad spectrum** of planetary positions.

Brief explanation of the differences between live and recorded premium rate astro-lines:

Live premium rate services involve direct contact with the client and tend to be charged at a higher rate than recorded services.

The market for recorded services is larger than that for live services and does not involve direct contact with clients.

The principle marketing reason, so far as astrologers are concerned, for becoming involved with television and radio:

The principle reason for becoming involved with television and radio is that it can provide extremely effective free publicity for your service. Astrology is the chief mass-market mantic art and TV and radio stations are good links to this mass market. They are also, perhaps, the best way to possible celebrity status!

Conclusion for This Lesson

Congratulations! You now have a basic knowledge of, how to analyse astrological information, how to prepare and give an astrology reading, and how to market your service successfully. Remember I cannot possibly cover everything here and astrology is, admittedly, quite a complex subject. But if your interest has been engaged there are a lot of excellent full colour books on the subject and your next step is to further your studies by reading some of them.

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

