

Prediction Profits

LESSON THREE

TAROT

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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TAROT





Welcome and a huge ‘Thank You’ for purchasing Lesson Three 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.

The Secrets of the Tarot

In this lesson you will be studying fortune telling using a set of Tarot cards – one of the most intriguing methods of fortune telling of all, and also one which is becoming increasingly popular.

You will explore the history and background of Tarot cards, the Major and Minor Arcana and the symbolism of the Tarot. You will learn how to interpret Tarot cards and use them to give advice, and market that advice in a variety of ways.

What You Will Achieve

By the end of this lesson you will be able to offer your services as a professional Tarot card reader and give your clients guidance for the future based upon your reading and interpretation of the Tarot cards.

What You Must Know About Tarot

Most people have heard of Tarot cards. There are, however, several misconceptions regarding Tarot cards and the Tarot and it is important to set these aside from the beginning of this lesson.

There is nothing sinister or occult about Tarot cards. They do not in themselves possess any mystical or sinister powers, nor are they a key to harnessing evil forces. They have no connection whatsoever with witchcraft.


Symbolic not Literal

It is very important to realise that the meaning of Tarot cards, and the pictures upon them, is symbolic and not literal. For example, the ‘Death’ card is often misunderstood by lay people. The choice of the ‘Death’ card does not mean that the person who has selected it will die!

Tarot cards are basically an aid to divination or fortune telling in that they simply help to direct your thoughts and feelings. Perhaps the best way to explain this is that Tarot cards help to bring out or confirm facts which the reader (or their client) already knows or suspects.

In this respect they are an aid, not an oracle. Think of the Tarot in this way and you will see it as a wonderful and positive aid to you and the service you will be operating, and never in any way sinister.

Today, the Tarot has become one of the most popular prediction arts.



It is also one of the most marketable, as clients are beginning to accept it as an intriguing, enlightening and above all reputable art.

The History of the Tarot

The origins of Tarot cards are somewhat uncertain. What is known for certain is that they were introduced into Europe by the Crusaders sometime between 1095 and 1270. Another theory is that they were introduced into Europe by travelling gypsies. There is evidence to prove that they were definitely in widespread use in Italy during the 1300s.

The French are often credited with popularising Tarot cards, since French manufacturers pioneered the use of printing Tarot cards, as opposed to painting each card individually. This explains why many popular decks today feature French designs and why they are often named in French. In the 1700s and 1800s, Tarot cards spread widely throughout Europe.

Originally Tarot cards were simply used as playing cards in the same way that we use playing cards today. Indeed, the standard pack of playing cards that we use today is related directly to the cards of the Minor Arcana in Tarot. They are still used as playing cards in some parts of central Europe where Tarok is a popular card game. In most of the rest of the world they are, however, largely only used for predicting nowadays.

The art of reading Tarot cards is also known as **Cartomancy**, which derives from a combination of the Latin word 'Carta' meaning card and the Greek word 'Mantikos', meaning divination.

Getting to Know Your Tarot

A full deck of Tarot cards consists of 78 cards. This is divided into what we call the Major Arcana and the Minor Arcana.

The Major Arcana

The Major Arcana consists of 22 cards, **also known as trump cards**. These are the cards that almost everyone has heard of, since they display the pictorial symbols of the Tarot, such as 'The Moon', or 'The Lovers'.

The Major Arcana consists of a Fool (also called a Madman) card and the other pictorial cards are also numbered from number 1 through to 21.

The Minor Arcana

Many people do not realise that a Tarot pack also includes 56 Minor Arcana cards which are divided into suits. These correspond closely to a standard pack of playing cards.



The four suits, however, have names which are exclusive to the Tarot:

- **Wands** (which corresponds to clubs in a standard pack of cards).
- **Cups** (hearts).
- **Swords** (spades).
- **Coins** (diamonds), also known as Pentacles.

Each suit of the Minor Arcana contains 14 individual cards: These comprise **four Court cards** (King, Queen, Knight, and Page, or Knave, similar to a Jack) and numbered cards, numbered from ace (or one) to ten.

It is important to note that the names used for the individual cards can vary slightly, according to the deck. Some decks are also named in French or Latin. This makes no difference to the individual meanings of the cards. Some readers feel that cards named in French or Latin maintain the traditions of the Tarot, whereas others feel it adds unnecessary mystery.

The Design and Symbolism of the Tarot

Many of the earliest Tarot decks were designed by artists under the direction of wealthy people who had individual playing cards designed exclusively for their own use in their own homes rather than for general release. In the early days of Tarot the cards were, therefore, only a game for the wealthy. As a result Tarot cards are usually works of art in their own right – often highly ornate and intricate.

Because of this heritage each individual type of Tarot cards is ‘stamped’ with the differing interpretations of the original artist. The meaning of the cards when used for fortune telling should, therefore, be interpreted according to the individual cards and not the individual designs.

The names of and pictures upon the Tarot cards (such as The Sun, Death, The Devil, and The Hanged Man) are not intended to be taken literally. They are symbolic and symbolise natural forces, together with human virtues and vices.

Dealing the Cards

Fortunes are told using Tarot cards by dealing the cards in a specified way according to the type of advice that is required. Following this, the cards are interpreted from the combinations formed according to standard meanings. We will study this later in the course.

Some Tarot card followers would say that mystical forces are at work in causing the individual to select the cards which will hence foretell the future. Others believe that Tarot cards are simply a focal point for thought and concentrating knowledge, enabling the reader to identify situations that are in existence in any case. This opinion was pursued by the famous and highly respected psychologist Carl Jung, in the early 20th Century.

Either school of thought is equally valid and useful in using Tarot as a method of fortune telling.

Choosing Your Own Tarot Deck

Central to giving good and reliable Tarot card readings is the selection of the right deck; that is, a deck that suits you. Once you have gained a basic grasp of the Tarot you should go out and obtain your own personal deck of Tarot cards.

There are no wrongs or rights here. You must choose and use a deck that you feel comfortable with. Some card readers, in fact, make and illustrate their own Tarot cards. This is something which you may wish to do in future. As long as the Tarot cards contain the appropriate named and numbered cards there are no limitations on their design, or even their size.

Suppliers

You can buy Tarot cards at any shop selling 'new age', fortune telling or psychic supplies or on line. There are hundreds of designs to choose from, although most suppliers will have only a handful in stock at any one time.

Take some time to choose a deck that is right for you. Many readers prefer old decks, that have centuries of use behind them, and help to maintain links with the great traditions of the Tarot. They are also considered symbolically purer. Other readers prefer a more modern deck, since they feel that this banishes unnecessary mysticism or fear.

Here are a few of the decks of Tarot cards you might like to consider, for which modern-day reproductions are available:

The Durer Deck

These are some of the oldest Tarot card designs, having been painted by the German artist Albrecht Durer in the 15th Century. These cards are rare today but are considered some of the most original and purist designs.

The Visconti-Sforza Deck

This was originally painted in oils for the Visconti-Sforza family, a wealthy family of the nobility in 15th century Italy. Reproductions of the exquisite designs are widely available.

The Tarot of Marseilles

These hail from the 18th Century and comprise a range of designs all characterised by stylised designs and bold, bright figures and originally printed and sold by Grimaud, a famous Parisian printer.

The Thoth Deck

This dates from the years of the Second World War and the vibrant,





colourful designs were inspired by famous magician Aleister Crowley. The cards are dismissed by some readers since they carry overtones of witchcraft.

The Rider-Waite Deck

These cards were designed by Pamela Coleman-Smith and Arthur Edward Waite. The designs of this deck are considered more straightforward to interpret than most other cards and include designs on the minor Arcana cards, which many sets do not have. They are perhaps the most common Tarot cards in use today.

Card Lore

It is considered extremely lucky to have your cards bought for you. Also, if you buy your cards yourself, never bargain for them or try to secure a discount. This is considered extremely unlucky. There are no particular reasons for this. However, it helps to maintain the traditions of the Tarot.

It has become traditional to store your Tarot cards wrapped in black cloth. Again, there is no particularly reason for this but it maintains the traditions set by readers over the centuries and helps to promote a serious attitude to card reading.

Important Terminology

There are several key terms which you need to know when you use Tarot cards:

Shuffle

To mix the cards in a random way, exactly the same as with traditional playing cards. Any method of shuffling is suitable, although holding the deck in the left hand and then randomly selecting and the randomly re-inserting cards with the right hand is most appropriate.

Cut

Again, the term means the same as with traditional playing cards. The traditional way to cut Tarot cards is by placing them in a stack, then breaking the stack at a random point to create two or more separate stacks.

Once a deck has been shuffled and cut the cards should be read in the order in which they are presented. They should not be cut and shuffled again.

The Interpreter

The interpreter is the person who reads the cards, interprets their meanings and gives it to others, e.g. the fortune teller.



The Querist or Enquirer

The querist or enquirer is the person who seeks advice from the Tarot, normally your client.

Note that the interpreter and the querist can be the same person, such as when using the Tarot for your personal guidance, although this will not usually be the case when reading Tarot cards in a business.

Checklist

Key Points So Far:

- Tarot card reading is a reputable fortune telling art. It does not have sinister overtones.
- Tarot cards are the original playing cards, the key difference being the addition of the Major Arcana.
- Tarot cards operate through symbolism rather than literal meaning.

Learning the Tarot

Important Points to Understand

It is important to realise from the very beginning that no one ever learns everything there is to know about the Tarot. You will always keep learning more. There are also very few rights or wrongs when it comes to learning the Tarot.

One disadvantage of learning and using the Tarot as a prediction art, unlike some other arts, is that there is no single source or book of knowledge from which you can learn the exact meanings of the cards. There are, in fact, a variety of meanings that have been set down or passed down by card readers over the centuries.

The advantage of this, however, is that you can learn to read Tarot comparatively quickly and easily, and actually earn an income from your skills, and then improve and refine them as you go along.

There are several Tarot books on the market from which you can learn and refine your skills. You can also improve your knowledge by talking to other card readers.

The meanings of the cards which you will read about in this course are based on popular and accepted meanings that are applied to Tarot cards by a majority of users today. They are, however, not the only meanings. There are many other meanings which will often agree with these meanings, or which may even conflict with them. You do not have to learn my meanings and interpretations and can select others, from any reputable book, if you wish.



A System for Learning Tarot

Before you can interpret Tarot cards you must **learn the meaning of each of the individual cards** – and develop as much in-depth knowledge of the meanings as possible.

To give a successful reading of the Tarot your understanding of each card must be:

- Immediate.
- Automatic.
- Instinctive.

So, I do advise that you take some time, ideally several weeks if possible – before starting in business – to learn your cards thoroughly.

Try to think of it this way: your cards are your friends! Once you have obtained your own pack, take time to get to know them. Pick each of the cards up in turn, look at each one, study the card and the image it presents. Try to become acquainted with the name, the image and the ‘feeling’ of each card as an individual.

Like friends, you will get to know some more quickly and easily, while others will take longer to build an association with. This is perfectly natural.

One Card Each Day

A popular technique when beginning with Tarot is to select one card each day. Select it at random from your deck as soon as you awake. Take a few moments to study the card, and to study its meaning, which we will look at in the next section. Throughout the day, leave the card in a prominent place, where you are likely to see it often.

Every time you set your eyes upon the card take a few moments to think about it, and its meaning. Before you go to bed, study the card and its meaning for one last time before returning it to the deck, this locks the meaning in your mind. Start the next day with a different card. If you have done this thoroughly you are sure to find that you will quickly be able to spot which cards you have already studied, and will not need to select them a second time!

This method is convenient and effective and means that it will only take a little over two months to get to know your cards and their meanings in detail. In the meantime you can still read Tarot, although it may take you a little longer to prepare a reading.

The Meaning of the Tarot

In this section we will study the meanings of each of the individual cards.



Remember that the meanings of the individual cards are not fixed. They can change depending on the individual querist, and can also change depending on with which other cards they are dealt in a spread.

The meanings are also open to the interpretation of the individual, perhaps also inspired by the original artist. Also remember that the meanings of the cards are symbolic rather than literal. To recap our earlier example, the 'Death' card usually means an end, or drawing to a close. It never actually suggests 'Death' to the querist.

We will now study the individual cards one by one:

The Major Arcana Cards

The Fool

Symbolises rashness and a tendency to make ill-informed judgements. Advises the querist to use caution, and to learn from their own experience. This card relates to tricky situations which should be approached with care.



The Magician

Symbolises good communication and education. Promotes trade and negotiation. Urges the querist to be diplomatic and quick of wit, and to develop his or her personal talents and skills.

The High Priestess

Symbolises a mystery about to develop, or be solved. Urges the querist to follow their own beliefs rather than be swayed by others. Can also indicate pregnancy, sexual or reproductive concerns.

The Empress

Symbolises fertility, either personally or in commerce. Relates to a likely birth, or pregnancy, or embarking in new fields of endeavour that will prove productive.



The Emperor

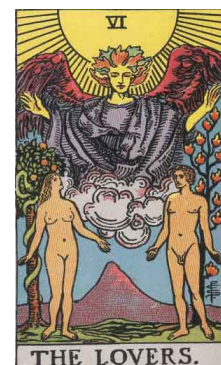
Symbolises maturity and responsibility. Urges the querist to take control, pursue ambition and advance. Promotes security and steadfastness.

The Pope (or High Priest)

Symbolises a development of the mind and self-discovery, but also a tendency to be bound by social conventions. Is also linked with religious ceremonies, especially marriage.

The Lovers

Symbolises the emotions, especially relating to conflicts and confusion. Suggests that a difficult decision needs to be carefully





considered, especially those relating to the heart.

The Chariot

Suggests that a difficult and unexpected problem is about to emerge. Urges the querist to be bold, rise to the challenge, and apply their best skills to resolving it.

Justice

Symbolises fairness and mediation. Urges the querist to be strong. Also indicates that a legal matter needs to be dealt with properly.

The Hermit

Symbolises a pause, waiting period, meditation, contemplation. Urges patience, chastity and consideration.

The Wheel of Fortune

Symbolises change for the better, dramatic positive transformation, progress and good luck.

Strength

Symbolises courage, stamina, normally of a mental kind. Relates to morality and moral conviction. Urges discipline and conviction, and also pride in success or defeat.

The Hanged Man

Symbolises confusion – that something is unclear or uncertain. Urges the querist to be true to him or herself and pursue a change for the better, possibly through sacrifice.

Death (or the Reaper)

Symbolises a complete change, the end of a situation. Urges positive evolution, renewal and rebirth, a new start after a fall or learning experience.

Temperance

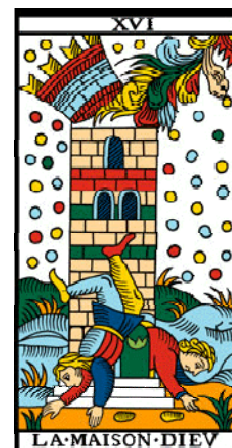
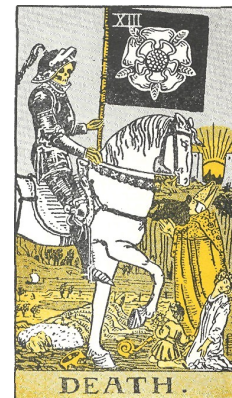
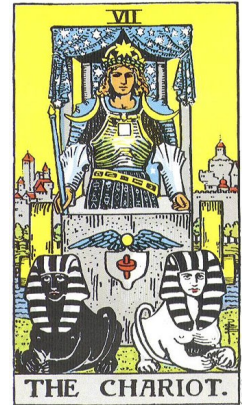
Symbolises a reconciliation of conflicts and a need to restore harmony. Urges the querist to be diplomatic and use tact. Urges caution and a need to consider all options.

The Devil

Symbolises prosperity and personal fertility, especially a busy social life. Urges consideration, generosity and to avoid excess.

The Tower

Symbolises a sudden, unexpected and dramatic transformation forced by circumstances outside one's control – a revolution and a new beginning.





The Star

Symbolises hope, good fortune, success. Urges the querist to grasp the opportunities on offer.

The Moon

Symbolises the emotions, a focus on the inner self. A need to pursue a transformation and search for the truth.

The Sun

Symbolises academic success, recognition, respect, promotion – your goals are achievable. Also stands for arts, society and domestic situations.

Judgement

Symbolises an unexpected situation forcing an important choice – an irrevocable decision is to be made. Also represents reincarnation.

The World

Can symbolise ambitions that are achievable, success that benefits the whole, the pursuit of higher perspectives, or the expansion of horizons. Can also indicate long journeys.



The Minor Arcana Cards

The Suit of Wands

Wands govern:

- Communication.
- Creativity.
- Inspiration.
- The world of work and business.

Ace of Wands

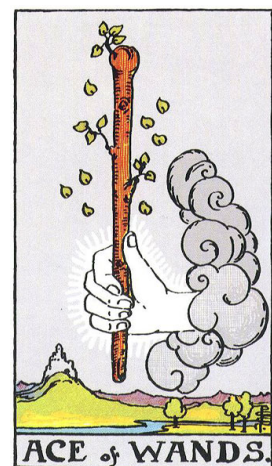
Relates to communication skills, individuality, self-employment, creativity, originality and innovation.

Two of Wands

Relates to a choice, dissatisfaction, finding a new way forward.

Three of Wands

Relates to a co-operative enterprise – a joint venture or partnership, a meeting of minds.





Four of Wands

Relates to obstruction, stagnation, family/social bonds, heavy obligations.

Five of Wands

Relates to a major breakthrough, wealth boost, success, and achievement.

Six of Wands

Relates to domestic matters, settling down, home and family life.

Seven of Wands

Relates to news, especially from abroad. Augers well for negotiations.

Eight of Wands

Relates to stability, perception, understanding and sympathy.

Nine of Wands

Relates to a development phase, preceding a new beginning.

Ten of Wands

Relates to a completion, finally resulting in an achievement.

Page of Wands

Relates to good news from a messenger. (The Page of Wands is often depicted as a quick-witted, chatty youngster.)

Knight of Wands

Relates to a change of address or a physical change in circumstances.

Queen of Wands

Relates to deals, contracts, business transactions. The Queen of Wands is an intelligent, honest and well regarded woman.

King of Wands

Relates to a wise and truthful man.

The Suit of Swords

Swords govern:

- Challenges.
- Situations to be resolved.
- Using and coping with responsibility.

Ace of Swords

Relates to stressful situations, and the need to break free and take control.

Two of Swords

Relates to compromise, truce, an equally matched opponent.





Three of Swords

Relates to conflict, argument, struggle, mismatched opinions.

Four of Swords

Relates to medical treatment and hospitals, a need for solitude or retreat. Also represents a school or college.

Five of Swords

Relates to personal loss and distress, even grief.

Six of Swords

Relates to a journey, for pleasure – a holiday.

Seven of Swords

Relates to hope, a way through difficulties soon to be found.

Eight of Swords

Relates to rivals, troublesome situations, gossip and jealousy.

Nine of Swords

Relates to sadness followed by a difficulty and/or a challenge.

Ten of Swords

Relates to an affliction and subsequent sorrow.

Page of Swords

Relates to a charming but deceitful individual. (Often a married admirer.)

Knight of Swords

Relates to an unknown friend, working for the benefit of the querist.

Queen of Swords

Relates to a need to defend one's rights, find and assert strength, take action. The Queen of Swords is a strong and wise older woman.

King of Swords

Relates to a judgement or criticism. The King of Swords is a powerful, well-informed older man.

The Suit of Coins (pentacles)

Coins govern:

- Commerce.
- Finance.
- Property.

Ace of Coins

Relates to successful enterprise, property, land, safe investments, stability and security.





Two of Coins

Relates to economy, prudence, and a balance in income.

Three of Coins

Relates to status, exam passes, qualifications, gains from effort, recognition and promotion.

Four of Coins

Relates to financial strictures, a business/work problem, a struggle, unstable conditions and a need to defend one's position.

Five of Coins

Relates to gains, credit, positive deals, business advance, extra income.

Six of Coins

Relates to perseverance, small rewards from effort, slow progress, reorganisation – guard against complacency.

Seven of Coins

Relates to new ventures, utilising skills, realising ambitions, and diversification.

Eight of Coins

Relates to debts, and the need for careful financial management.

Nine of Coins

Relates to bright financial beginnings, steady and careful growth, good wealth potential.

Ten of Coins

Relates to rewards, prosperity, stability from the purchase of property, prudent investment, and a need to plan carefully.

Page of Coins

Relates to prudence and hard work. Don't borrow money, but earn it.

Knight of Coins

Relates to mobility leading to a breakthrough, ambition, hard work and perseverance.

Queen of Coins

Relates to responsibility, promotion, a new enterprise, success. The Queen of Coins is a shrewd businesswoman.

King of Coins

Relates to experience, success, guidance. The King of Coins is an astute businessman, prepared to help and counsel others.



The Suit of Cups

Cups govern:

- Emotions.
- Love.
- Relationships.
- Home.
- Environment.

Ace of Cups

Relates to a house change or re-vamp, settling in, good relationships, a harmonious home.

Two of Cups

Relates to a passionate affair, a new lover, relationship, sealing love by means of an engagement or marriage.

Three of Cups

Relates to an emotional upset, tears and rivalry in love.

Four of Cups

Relates to both leisure and study. Also indicates listlessness leading to boredom.

Five of Cups

Relates to forward progress, aspiration, inheritance, gift, building of a relationship and strengthening ties.

Six of Cups

Relates to a division or end of relationship, deeply troubled emotions.

Seven of Cups

Relates to an illusion, misbelief, false hopes or even deceit.

Eight of Cups

Relates to social success, a casual association, parties and enjoyment, perhaps a flirtation.

Nine of Cups

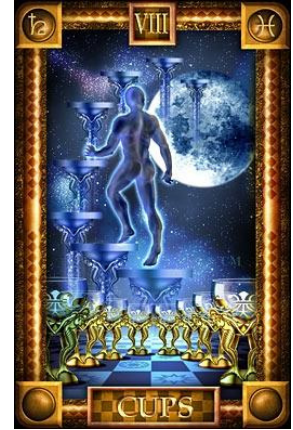
Relates to accomplishment and fulfilment. It is often regarded as the 'Wish Card'.

Ten of Cups

Relates to a move, especially a return to your roots.

Page of Cups

Relates to the imagination, a creative enterprise. The Page of Cups is a thoughtful and shy young person.





Knight of Cups

Relates to an ardent lover, an opportunity for a new love.

Queen of Cups

Relates to luxury, comfort and warmth. The Queen of Cups is a helpful woman, often a matchmaker.

King of Cups

Relates to caring and creativity. The King of Cups is a sensitive and helpful man.

Remember that these are popular, basic meanings of the individual cards. You will build up your own more detailed interpretations as you refine your knowledge and skills.

Reverse Meanings

At this point it is important to say something about reverse meanings. Some Tarot readers follow a system of reversing the meaning of a Tarot card when it is selected 'upside down' from the deck. So, for example, a card which symbolises a new beginning when read normally symbolises a conclusion when read in reverse.

The traditional view, however, is that reverse meanings are confusing or even completely void on the basis that with 78 cards and millions of possible permutations the Tarot is diverse enough to symbolise and represent all possible situations without the need to be read upside down.

This is the opinion I have adopted in this course. The added advantage is that this approach is also simpler to learn and operate.

I cannot pretend that there isn't quite a lot of work getting this under your belt, but it is worth it when you consider that you can make quite a good living from this once you have mastered it.

Interpreting the Tarot and Using it to Give Advice

Setting Out and Spreads

In the last section we studied the meanings of the Tarot cards. In this section we will study how you can interpret these meanings and use them to give advice; that is, how you can read the cards in a variety of different ways to give answers to questions or problems which your clients might consult you about.

The process of reading Tarot cards is known as 'setting out'. Setting out is selecting certain cards and handling them in a certain way so as to resolve particular points. Reading Tarot cards involves shuffling and cutting the cards and setting them out in what is known as a 'spread' before reading the



meanings of the cards.

There is no single right way of setting out the Tarot cards. In fact there are hundreds, and the various methods can also vary slightly from interpreter to interpreter. In this section I cover the main and most useful ones.

You may, in future, learn about other methods which are either similar or even completely different. None should be regarded as either, right or wrong, good or bad. If they are methods that have been in use for many years, by skilled readers, then you too can use and benefit from them.

How to Conduct a Tarot Session

One of the best ways to begin using the Tarot is to use the cards to provide answers or advice **on particular situations or questions** which your client would like answered.

There are a number of standard spreads which are designed to answer the most commonly asked questions on areas such as love, money, family and the future. In this section we will study how to use the Tarot to answer these key questions.

Before you can decide which spread to use you must have a question that you can ask. So, spend some time at the beginning of the consultation to get to know the client, and find out which questions they would like guidance with. Then, you can select which spreads to use and build the consultation around them.

Every individual reading starts by shuffling the cards thoroughly. This should **always be done by the querist** where they are physically present. If they are not present this can be done by the interpreter, who should concentrate on the querist whilst he or she shuffles the cards. Then, proceed with the reading as explained below.

The way that the client shuffles the cards can, in fact, give you useful clues to their character which will help you with your reading.

Ask yourself:

- Are they thorough?
- Careful? Rushed?
- Careless?
- Organised?
- Impetuous?

The Question Spread

The Tarot can be used to answer any general question by using a very simple spread known as The Question Spread. Ask the querist to shuffle the entire



Tarot deck and then **select any three cards**. Lay them down on the table in the order in which they have been selected, face down. Then turn them one at a time.

With The Question Spread:

- Card 1 - Represents the roots of the question.
- Card 2 - Represents hidden circumstances surrounding it.
- Card 3 - Represents the likely outcome.

You can then give advice to the client based upon the meanings of the individual cards, which you have learned. Base this upon the meanings we have studied in this course and your further study of the subject.

Here is an example of how The Question Spread can be used to answer a popular question:

Q. Should I marry Tom?

If the following cards are selected, then you might give the following advice:

Card 1 - Justice.

Prompts the question as to whether both parties are legally entitled to marry? Is there a divorce yet to be finalised? Urges the querist to be strong in finding the solution.

Card 2 - The Pope.

Both parties think alike. They are both marriage-minded, but tend to be bound by convention. Urges the querist to ask whether a formal ceremony is really wanted.

Card 3 - Two of Swords.

The Two of Swords is the card of compromise. Both parties are equally matched.

Although much can be gained from the meanings of the individual cards a more accurate and interesting reading can be given by examining how they interact with each other, e.g. how one affects the other.

This might be your advice to the client in response to the question in this example:

The marriage should turn out well, although with both parties being equally matched neither should expect the other to ever give in to their demands. You should certainly discover, however, whether there are any legal obstacles to marrying Tom. Could his divorce yet to be finalised, or is he still married? If the marriage goes ahead, be sure to plan the sort of wedding that you both want, and not the sort you feel you ought to have.



As your knowledge of the Tarot develops you will be able to elaborate on the basic meanings even further. However, this is a perfectly acceptable answer to the question and you are sure to find that your client will be delighted, and very probably amazed! Please note you would never say: “Yes, you should marry Tom,” or “No, you shouldn’t marry Tom.”

Answering a Question on Love and Relationships

A more specific answer to a question on love and relationships can be obtained using this spread, where **only the Suit of Cups is used**. Select these cards from the deck.

Ask your client to shuffle the 14 Cups cards and then cut them approximately into three stacks. (The exact number in each stack does not matter and, of course, all three stacks cannot be equal.)

In this kind of reading the client is represented by:

- The Queen of Cups, if a woman
- The King of Cups, if a man.


Work through each stack until you find the card which represents your client. The other stacks can be discarded. Next, lay out the stack which you have selected face up, and read them in the order in which they fall.

Now take the 22 Tarot trump cards and select the following cards:

- The Fool.
- The Magician.
- The Empress.
- The Lovers.
- The Chariot.
- The Hermit.
- The Hanged Man.
- Death.
- Temperance.
- The Devil.
- The Tower.
- The Moon.
- The Sun.
- The World.

Shuffle these cards and then deal them out one on each Cup card you have selected, discarding the remainder.

The trump card which falls on the card representing your client signifies the answer to your question. The other cards provide details on how this will come about.



Interpret the meanings of each card according to the meanings which we have already studied, in a similar way to the example above.

Answering a Question on Money and Finances

Tarot cards can be used to answer a financial question in the same way as a love question, except that the **Suit of Coins (Pentacles) is used**. Select the cards, shuffle them and present them in a spread in exactly the same way. Again, interpret the meanings of each card according to the meanings which we have already studied.

It is important to note that in this respect Tarot cards can only be used as a guide to an answer, perhaps indicating where the solution to a financial problem might lay and then leaving the client to decide on the final course of action. As a general rule in all fortune telling, you should not give direct advice such as: "I would sell those Telecom shares you own."

Tarot **cards cannot be used to calculate lucky numbers** and another technique, such as numerology, is more suitable if your client requires such advice.

Answering a Question on Family Matters

When seeking advice on family matters it is best not to seek advice for you or any of your own close family members. While there are no rules in Tarot that say this cannot be done, it is extremely difficult to be objective.

A spread used to give advice on family matters **uses the Suit of Wands**.

First identify the card which relates to the client:

- Father or husband : King
- Mother or wife : Queen
- Brother or son : Knight
- Sister or daughter : Page

Obviously, in some questions there will be a conflict. You must decide which card is most appropriate depending on the role most relevant to their query.

The method is then the same as before:

- Shuffle the cards and cut them into three stacks.
- Discard all the stacks except those containing the card relating to the client.
- Shuffle the appropriate trump cards and lay them out on top of the Wands cards in the retained stack.



The trump cards which should be read and interpreted as follows:

- The card which lays on top of the client's card gives the answer to the problem.
- The cards to the right and left are next most important.
- The other cards provide additional comment.

Interpret the meanings of each card according to the meanings which we have already studied.

Giving Advice Regarding a Change

The Tarot is rather circumspect when it comes to giving advice regarding a change. The overall advice is, if the client is happy with a situation, do not change it. Conversely, if they are unhappy with a situation, they should change it.

The Tarot should only be consulted in situations where happiness does not enter the equation and where there is uncertainty on other grounds.

To use this method first select the **Minor Arcana suit** which **corresponds to your client's complexion from the following:**

- Cups - Mid/light brown hair and blue/blue-grey eyes.
- Coins - Dark haired people.
- Swords - Dark skinned people.
- Wands - Fair complexioned people.

The client is represented by the King (if a man) or the Queen (if a woman).

Next, as always:

- Shuffle the cards
- Place into three stacks and discard the two stacks which do not contain the client's card.

Lay the chosen stack out in order:

- Place the trump cards on top of the suit cards.
- Discard those that are not used.
- The cards that lay to the right of the client's card are most important. Those that lay to the left are of less importance.

Interpret the meanings of each card according to the meanings which we have already studied.

To Give Advice Regarding the Future

There are several spreads which be used to give advice regarding the future,



but perhaps the most well known and easiest of these to use in a reading is **The Witches' Star Spread**. This does not have any sinister connotations or connections with witchcraft despite its name!

Some readers use a cloth marked out with a five pointed star. A card can then be laid at each of the points. This helps to organise your thoughts, but it isn't essential.

The cards should be shuffled, **five cards selected and laid on the points of the star in any order.**



They should then be read in the following order:

1. Top card.
2. Lower right card.
3. Upper left card.
4. Upper right card.
5. Lower left card.

Card 1

Relates to the subject, the person whose future you are reading. This card tells you about their character, abilities and present circumstances.

Card 2

This card relates to the past, ranging from the distant past to just a few minutes ago. It particularly relates to problems which may have occurred in the past.

Card 3

This card signifies the present, in particular, what the subject is thinking at the present time.

Card 4

Foretells of events that could happen within the next six months (approximately).

Card 5

This card relates to the distant future – beyond six months, perhaps later in life. It is particularly a clue to ambitions that will be realised.

Again, interpret the meanings according to the meanings which we have already studied.



Checklist

Key Points So Far:

- The best way to give advice using the Tarot is to pose a series of questions.
- Different spreads can be used to answer different questions.
- Take time to get to know the client. Find out what they truly want to know.
- Always select the most appropriate spreads, and observe the ‘rules’ of each carefully.
- The advice you should give depends not only on the meanings of the individual cards, but also how they interact.

Marketing a Tarot Reading Service

Tarot card reading is one of the most profitable areas to enter. It is becoming a booming area as more people begin to understand that it is not sinister. It is becoming well accepted as an aid to personal exploration and development as much as a prediction technique, and is also thought to have valuable therapeutic benefits.

It is also particularly easy to sell Tarot services, since most clients will have heard of the Tarot, although they may not fully understand what it involves.

There follows some ways to sell your service, and some ideas for doing it more successfully.

Selling Personal Readings

A personal Tarot card reading service is one of the easiest ways to get started. Readings can be offered in your own home, or in the home of your clients. A reading lasts from 20 minutes to one hour and the average charge is £20–£50. Since a personal card reading can often be detailed and involve several different spreads it is a good idea to record the reading for your client to take away and study in their own time.

Selling Tarot Readings by Post or Email

It is perfectly possible to offer a postal Tarot reading service. This operates in the same way as a personal service, except that you must ask your client to send a written list of questions they want to be answered. It is quite acceptable for the interpreter to shuffle the cards on behalf of the querist, but focus your mind on the questions being asked by the querist at the time. Some Tarot readers ask their clients to send a photograph of themselves, which they concentrate on when carrying out the readings.

Although you can prepare a written postal reading it is often easier (and



more beneficial to the customer) if you simply record your reading as you are doing the spread. This can be posted to the client to listen to at their convenience. The typical charge for a reading is likely to be around £35 – generally not as high as a personal reading.

Press Publicity and TV/Radio

Unlike mantic arts such as astrology, it is difficult to sell Tarot readings to the press as there are so many different combinations of cards, unlike just 12 as with a horoscope. Many newspapers and magazines are, however, interested in articles on Tarot and may publish these offering free publicity for a personal, postal or telephone service as payment.

The same applies to TV and radio. Many programmes are interested in covering Tarot on either a regular or occasional feature basis, so it is worth contacting them to offer your services. Readings can be undertaken either for a presenter, or perhaps a guest. Again, payment may be offered in the form of free publicity for other services as well as or as an alternative to cash payment.

Tarot Reading Using Premium Rate Telephone Services

The premium rate telephone services are perhaps the biggest and most profitable way of selling Tarot reading services. There are already dozens of premium Tarot services and they can be found in almost every mass market newspaper and magazine. There is undoubtedly room for many more.

With some of these services paying several hundreds of pounds for an advert in the national press, charging upwards of £1 a minute for their services, it is not difficult to work out how profitable it is.

The best type of service to offer is the live service, where the querist consults person-to-person over the telephone. As with a postal service, the interpreter shuffles the cards on behalf of the querist, ensuring that they focus on the querist when they are doing this. The reading then progresses in the normal way.

One of the great advantages of a live telephone service is that the call can be as long or as short as the client requires, or can afford. Most consultations will last at least five minutes (earning you between £5 and £10 net), while many will last up to 30 minutes (earning you between £30 and £60 net). Another advantage of operating a Tarot line is that a high proportion of clients tend to call regularly.

If operating such a service then you need to pay particular attention to marketing. **Here are some important principles to consider:**



- All newspapers and magazines can be used but monitor your responses to identify those which produce the highest profits and concentrate on these in future. Ask callers where they saw your advertisement.
- Remember that Tarot advertising is competitive. The most successful places to advertise will already advertise several Tarot services. You must make your advert bigger and/or better and/or different.
- Aim to give your service a unique selling point which other services do not offer, e.g. a free recording of the reading, or some other free gift.
- Ask callers for their name, address and number. You can then mail them with further details of your service in future. This will reduce your reliance on paid-for advertising and allow you to promote customer loyalty, minimising the risk that your clients will use other Tarot lines in future.
- Ask newspapers/magazines to run editorials explaining your service (which you will normally provide free). This is an excellent way of securing a competitive advantage.

Further guidelines you will find useful when marketing your service are:

- Tarot can be used in fortune telling as both a stand-alone technique and also when combined with other techniques. It can be used both to answer specific questions, which it is difficult to do with techniques such as astrology, and also to support or confirm information obtained using other mantic arts.
- Don't use unnecessary mystery when marketing Tarot. Present it as a reputable and well established mantic art.
- Promote Tarot as a non-sinister, 'white' art. The fastest expanding market for Tarot services is among the general public who don't want to be associated with 'the occult'.

Checklist

Key Points So Far:

- Tarot offers many opportunities for those who are innovative about marketing.
- Tarot readings can be conducted on a remote basis (ie. over the telephone) but recognise that the consultation must be handled slightly differently.
- Premium rate Tarot lines offer incredible profit potential.



Further Useful Information

I hope you have enjoyed studying the Tarot, and discovered that cards are not just for playing bridge or poker! They are a marvellous aid to any fortune teller, helping to channel thoughts and ideas and create a fascinating and highly marketable fortune telling reading.

I now recommend that you take as much time as possible to refine your Tarot skills. A good way to do this is to pose your own questions the to read your Tarot cards, and then practice on your family and friends.

You will also find the following book on the subject of Tarot useful in your further study of the subject:

- The Prediction Book of The Tarot by Madeline Montalban, Javelin Books.

Extra Help

The introduction of Tarot cards:

Tarot cards were probably introduced into Europe by the Crusaders sometime between 1095 and 1270.

An important feature normally distinguishes the Major Arcana cards from the Minor Arcana cards:

The Major Arcana cards carry names rather than numbers and they are also illustrated whereas the Minor Arcana cards (in most card sets at least) are not illustrated.

This is important about the designs painted on Tarot cards:

They are symbolic and they also owe a great deal to the interpretation of the artist, e.g. they should not be taken literally.

The names of the four suits of the Tarot:

The four suits of the tarot are Wands (which corresponds to clubs in a standard pack of cards), Cups (hearts), Swords (spades), and Coins (diamonds), also known as Pentacles.

Who the 'querist' is:

The querist or enquirer is the person who seeks advice from the tarot, normally your client.

The Fool and the Hermit symbolise:

The Fool symbolises rashness, and a tendency to make ill-informed judgements. It advises the querist to use caution, and to learn from one's own experience. It relates to tricky situations which should be approached with care.

The Hermit symbolises a pause, waiting period, meditation, contemplation.



It urges patience, chastity and consideration.

The Suit of Coins and the Suit of Wands govern:

Coins govern commerce, finance and property.

Wands govern communication, creativity, inspiration and the world of work and business.

How The Question Spread works:

The Tarot can be used to answer any general question by using The Question Spread.

First, ask the querist to shuffle the entire tarot deck and then select any three cards. Lay them down on the table in the order in which they have been selected, face down. Then, turn them one at a time.

Card One represents the roots of the question. Card Two represents hidden circumstances surrounding it. Card Three represents the likely outcome.

The spread that would be most appropriate for answering a question relating to the future:

The Witches' Star Spread.

A client wishes to know the answer to the following question: Is my boyfriend being truthful to me?

You choose to use The Question Spread and she subsequently selects the following three cards:

Card One - The Hanged Man

Card Two - The Lovers

Card Three - Knight of Cups

This is how to prepare a professional reading giving your overall advice based on these three cards and the interaction between them:

The Hanged Man symbolises confusion – something is definitely unclear or uncertain. A problem does indeed exist – you are not wrong in doubting your boyfriend's truthfulness. I suspect that you already know the answer to this question but are afraid to admit it. Go with your instinct. It is almost certainly right.

The Lovers symbolise the emotions, especially conflicts of the emotions, so you need to consider whether this relationship is really right for you. If it truly is then I can tell you that the Knight of Cups relates to a new and ardent lover. Resolve your doubts with your boyfriend and you can then start afresh. If you decide that this relationship is not then you may be well advised to seek a new one. It will almost certainly be true, and successful.

Conclusion for This Lesson

Congratulations! You now have a basic knowledge of Tarot card reading, how to choose, learn and interpret Tarot cards and how to successfully



market this advice.

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