

# How to Succeed in Business with Astrological Timing

by Kaye Shinker

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My Name is Kaye Shinker. Questions? Write [Shinker@AOL.com](mailto:Shinker@AOL.com).

People ask Astrologers about three things: Love, Health and Money. This is a lecture about money for students of Astrology. Planet Hollywood and CompuServe became publicly traded companies on the singular best day in 1996, April 21. Sylvester Stallone's mom is an Astrologer. J.P. Morgan and Walt Disney employed Astrologers to assist in timing the start of their businesses. Churchill said he consulted astrologers during World War II because Hitler did. What are the secret rules of Astrology that brought success to these folks? My ideal is to provide you with the best way to learn these secrets by experiencing them.

My goal is to lead you to these experiences one at a time. Every transaction you encounter each day relates to someone's business. And that is our starting point. Someday you may want to start your own small business, maybe as an Astrologer. The guidelines enumerated here are specifically for you the student of Astrology to help you research your own path of making money for yourself, and your clients. I believe there is every opportunity to earn a good living at Astrology, but like any other profession you have to study, keep current, and invest in yourself. In sports the key phrase is "follow through." The same is true in business, and astrology. The trick to being a good financial Astrologer is to avoid trying to outsmart the universe. There. I have told you everything I know for sure, the rest is the result of research and experience.

Now we can talk. Today is the best day to start, look at the sign position of the Moon that is the mood of the day and aspects to the Moon express the day's prevailing action. On a New Moon you start actions, on a Full Moon you complete the actions started on the New Moon. With a world wide reputation for being fine business folks, the Chinese and Jews have a holiday on each New Moon to get ready for the month ahead. It is a good idea, but there are more astrological considerations.

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End of Introduction. **Now let's get down to business...**

*Let's start with my primary grievance. Too many people start a business with no concept of record keeping. I believe that if you plan to start a business it has to be a long-term goal. Treat yourself to a course from your local community college in Accounting and Business Law. They are not expensive and will save you enormous problems in the future.*

The ideal for constructing a business chart is to have all planets direct, the Moon progressing toward the full Moon aspect and applying to a trine with Jupiter. For a powerful company it is helpful to have a Jupiter, Saturn, or Pluto in the same sign as the Sun. There should be a planet in Capricorn and a variety of squares, trines and oppositions is desirable. None of the incorporation charts in the DOW 30 meets this criteria exactly usually because it is almost impossible to find a day where all the planets fit the first rule and are direct.

The oldest company on the Dow-Jones list is GE. Now erect a chart for General Electric's date of incorporation. April 15, 1892 We use 12:00 pm EST New York, New York, because we do not know the exact time of GE's birth. This gives a rising sign of 9° Leo. The Sun in Aries indicates the pioneering spirit of the company. "They bring good things to light." The Sagittarius Moon is trine Jupiter in Aries. Thus the Public (Moon) supports the expansive aggression of Jupiter. The Taurus Mercury is Retrograde. For a business this means they are very deliberate in researching all of their business decisions. The Saturn and Uranus are also retrograde which for a company in the business of manufacturing electricity is especially handy guaranteeing thoughtful regard for maintaining the safety of their equipment. Notice that Pluto and Neptune are conjunct at 7° Gemini. That is the aspect I wanted you to observe. Outer planet aspects are very important.

Oh my goodness, I got carried away and almost did a whole analysis. I skipped ahead and forgot to give you the guidelines.

We will discuss the Moon throughout these lectures because it explains the public's reaction to a business. Mercury tells us about the communications of the company. It is a good idea to start a business right after Mercury goes direct. It is an extremely good idea for you as a student astrologer to keep track of Mercury's retrograde periods. It will save you a great deal of money and aggravation. One Astrologer I know goes on vacation. She likes adventure. I usually do things like clean and I definitely avoid stores. I will not purchase anything that costs more than \$10. One Mercury Rx Thanksgiving I bought two turkey breasts.

I give away something called a Phenomena Calendar because I was tired of people calling and asking if Mercury was Retrograde. So here is my suggestion to get you started on the first two secrets of Business Astrology.

### **Step 1: Buy an Astrological Calendar**

New Age Bookstores usually sell these calendars and they stock them for the year ahead beginning in October. Buy one. They contain a wealth of information, but the information you are looking for is Retrograde Mercury and the Void-of-Course Moon.

### **Step 2: Find several different colors of highlighters.**

Draw **Rx** on all the days Mercury is Retrograde. Highlight the times the Moon is Void of Course. Circle the dates for the New Moon. It takes about an hour to do this and increases the value of your calendar 100 fold.

### **Step 3: Find a bright red pen**

The most important business planets are Jupiter and Saturn.

Their station points during the year are very powerful times. It does not matter whether the position is retrograde or direct, important events occur that change the business climate. Find these dates on the calendar and circle the whole square with your red pen.

### **Step 4: Find a hammer and nails**

Nail this calendar down next to your telephone. Make sure it is immovable. Think of it as your guide to the Universe, your cheat sheet, your best buddy. If you think you will need it in another location, buy another calendar.

Pretty dictatorial. But if you pay attention to your calendar, you will save enough money to pay for the books required in Accounting 101, Business law and maybe a copy of Bill Meridian's *Planetary Stock Trading*.

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Now for an explanation of why you marked Mercury Retrograde, Moon Void-of-Course and the stations of Jupiter and Saturn.

Mercury's sign and house position has everything to do with how we think and learn. For example when in Taurus, Mercury learns slowly, but retains every concept acquired. Libra Mercury is the perfect referee. The house position determines what Mercury really concentrates on. Mercury in a business chart tells about how the company thinks about its business. Because business is usually incorporated between 9am and 3pm, the Sun, Mercury, and Venus are in the 9-11th houses. Tenth house is chief operating officer, ninth is the board of directors and eleventh is the shareholders.

Pay attention to the dates on your calendar indicating the days Mercury appears to go backward (viewpoint Planet Earth) You can use this astronomical phenomena to help others accurately time electional events and assist them with important purchasing decisions. The retrograde position is useful for enterprises that do "re" types of businesses. For example, repair, research, accounting, recycling.

On a personal level, Mercury's retrograde periods cause you to reflect and evaluate the past and gives longevity. Until you have done a ton of business charts we will assume that a business that reflects on the past is too confusing for ourselves and our clients. GE and the U.S. Post Office were founded on a retrograde Mercury. Longevity is certainly true about both.

Even if you have Mercury Retrograde in your natal chart, don't mess with Mercury Rx. It has its duties and the objective is to maintain your attunement with the Universe. My husband and I have it. I purchased a "lemon" station wagon on a retrograde Mercury. I replaced every moving part under the warrantee, cheap but inconvenient.

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Now the Void-of-Course Moon. This aspect requires your undivided attention to the calendar. Each day check to see if there will be a time that the Moon is Void-of-Course. A Moon Void-of-Course during business hours is tricky. Its basic meaning is that nothing will happen. Not good for making money. Corporations with a Void-of-Course Moon have a tendency to go out of business quickly. Do your own research project by watching the Grand Openings in your neighborhood. By the way, this caveat is not true for their initial public offering of stock.

You can easily check your personal reaction to the Void-of-course Moon. This is a time when you make mistakes that are embarrassing or seem foolish. For example you buy a case of cat food on sale exactly the kind your kitty hates. Or your car accidentally pulls into the space of your boss's ill-tempered secretary. No excuses, you have to do the job over.

The Moon Void-of-Course tends to make you absent-minded. Difficult for anyone is the problem of rescheduling appointments. You schedule a lunch with your best buddy, an appointment for a root canal, and the delivery of an important parcel all during the same 60 minutes on the opposite sides of town. You figure out how to do all three, then everyone calls and cancels.

I suggested that you nail your calendar next to the phone; this is why. Void Moons will cause your calendar to get lost. The best solution is to switch on the answering machine while the Moon is Void of course.

A rather flamboyant example of an action started on a Void-of-Course Moon was Saddam Hussein's invasion of Kuwait.

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The station of Jupiter either direct or retrograde is a time when we feel unsure of our ability to expand into a new project.

The stations of Saturn puts pressure on your ability to keep things organized.

Financial Astrology is not any more complicated than natal astrology, it is just a specific use of the same planetary symbols, as is Medical, Mundane, and Relationship Astrology. My Venus is in Taurus; my interest is Money.

We will discuss Planetary stations of Jupiter and Saturn, what action starts a new business and gives it a usable chart, and the meanings of houses specific to a business.

One more instruction is that only the most foolish of Astrologers would set up their own electional chart. Doctors do not treat themselves, lawyers do not defend themselves, Astrologers should at least consider the same caveat. To facilitate the dilemma in Chicago we have organized several study groups and when a member needs help the whole group studies their charts for the problem. We also have several investment clubs organized for the same reason.