

Create a Professional Brand Profile for You and Your Clients

by Faye Cossar



Being able to express who we are and what we do is necessary for getting a new job, working freelance, or setting up a company. Yet, many people, including astrologers, struggle with how to promote themselves.

As soon as we astrologers want to start earning a living with our trade, we must go into the world and show what we do. A CV, brochure, Web site, or biography is required. We may need to create workshop titles and send organizers information about ourselves and our presentations. But where on earth do we start?

One extremely useful tool is what I call a Professional Brand Profile: a set of characteristics or keywords that we can refer to as a checklist for everything we do. This brand profile can be used as input for tasks such as designing a leaflet, writing a bio, or setting up a Web site for ourselves and our company. It can serve as a list of criteria for helping us to make decisions, such as whether posts on social media fit the image we wish to portray.

My book, *Using Astrology to Create a Vocational Profile*,¹ contains a chapter on how to do this, entitled “Expressing an Authentic Image.” It is one of the chapters and services I offer that receives lots of positive feedback. In this article, I shall expand on this chapter to emphasize the benefits of using this simple technique.

Branding and the Law of Attraction

First, a word about branding and another relevant concept: the Law of Attraction. Branding is not the same as marketing, which is an ongoing process. Branders must find ways to discover what is authentic, unique, and shareable about us and our services, and then cre-

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ate a lasting result. It is well known in the branding trade that it takes just seconds for prospective clients to sum up who they think we are from our brochure or site. So, a brand — which includes a logo, a typeface, colours, and design — must be consistent with what we want to promote. Branders know that authenticity sells. It engenders trust. A brand works best if it promotes us or our business using *our own voice*. What better tool than a horoscope to help us do this!

Branders also understand the Law of Attraction, which states that “whatever you focus on, think about, read about, and talk about intensely, you’re going to attract more of into your life.”² Potential clients are drawn to the way things look and make them feel. Having a consistent message helps clients to understand what we do. In a wonderful TED video, Simon Sinek says, “People don’t buy what you do, they buy why you do it.”³ He does not mean profit; he means *why your company exists*. Sinek uses Apple to illustrate his Golden Circle principle, saying that most companies know *what* they do, a few know *how* they do it, but the few really successful ones, like Apple, know *why* they do it. Creating our own personal or company brand means putting this “why” into words and images.

The Astrology

Astrologers are ideally placed to do what branding organisations do. Branders earn good money for this service. We can offer clients (and ourselves) an objective tool to do it just as well as, if not better and quicker than, branders who need questionnaires, mood boards, and other tools. Particularly in companies, discussion about corporate image is often based on taste or what others are doing. With our one tool — a personal or company horoscope — we can get right to the heart of the individual or company in minutes. The technique seems too simple, but I have been astonished, as have my clients, at how well it works. If you are doing it for yourself, try it with friends and perhaps a glass of wine! The process is usually fun and the astrology is basic, but don’t be fooled by this. If done well, this process is a very deep one that gets to the essence of someone or to why a company exists. The result we want is a profile that typically contains the following.

For a CV:

- what we love to do
- what sort of reputation we would like to have with an employer (such as a list of qualities)
- the work we are most proud of
- our mission in life
- a statement that sums up who we are

For personal or company branding:

- what we really want to be known for
- our legacy
- the reputation we want

- what we love and stand for
- our *raison d'être*

The result might be:

- colours or images that we like
- a description of what Web designers call “look and feel”
- ideas for a logo
- ideas for a tagline

This profile can then be given as a brief to a designer developing our brand.

So, How Do We Do This?

I use three points in the horoscope: the Sun, the Ascendant, and the Mid-heaven (MC).

- The Sun shows what we love to do and be — where our heart lies.
- The Ascendant shows our image and how we come across; some call it our front door.
- The MC shows our mission or the reputation we want, how we'd like to be seen professionally, and the kind of legacy we want to leave through our work.

The qualities of these three points need to be blended together (along with any planets conjunct these points), and this is best done in dialogue with our client. Let's see how it works in practice.

An Example of an Individual

One of my clients is a self-employed communications expert. She works in the Netherlands, and although she speaks Dutch, she is a native English speaker. The relevant parts of her horoscope are:

- Sun in Aquarius (conjunct Venus)
- Ascendant in Sagittarius
- MC in Scorpio

Here, there are four archetypes (three signs and Venus) to combine, and as always, I worked on this with my client. The first thing we examined was the Sun conjunct Venus in Aquarius. We discovered that she loves being a sounding board with people, listening to their ideas. She dislikes literal translation, but what she really loves is taking company con-

cepts and transforming them into readable newsletter articles for the staff. The idea of bridging gaps between people appeals to her. The association of Venus with Libra highlights the concept of bringing people together and combining ideas. So, the use of images of bridges was born. You can see how ideas, dialogue, and “translation” link to Aquarius and Venus.

The Scorpio MC represents the reputation she would like to have. You might call it her professional mission. She wants to be seen as an in-depth analyzer of text. She does interviews to get to the root of her topic, and delights in uncovering surprising facts along the way. Her Web site states: “My aim is to help make your projects more effective by helping you to bridge communication gaps between management, employees, and customers.” Clearly, she wants to make a difference with her work. She is also a communications coach, working with people to get their message across more successfully.

We thought that the Sagittarius Ascendant was inherent in her work because she is a foreigner and writes English-only text. Her native English is therefore part of her “image” and is an asset. She is also known for her ability to see the big picture and provide clients with a communication strategy (Sagittarius).

Her resulting tagline is “Your Bridge to Effective Communication.” The text on the site encompasses the points mentioned above. She doesn't have a logo yet, but we discussed colours. I suggested a fiery colour (to suit Sagittarius rising), but she chose to go with electric blue and a darker blue background pattern, which I think fits Aquarius and Scorpio well. Her site also includes a blog, which emphasizes the idea of spreading her philosophy and opening up discussion (Sagittarius, Aquarius, Venus).

A Famous Example

Germaine Greer came to fame in 1970 with her book, *The Female Eunuch*, and has always been controversial. She is one of the major feminist voices of the 20th century. Her chart has the Sun in Aquarius, near an Aquarius Ascendant, and a Scorpio MC. In this chart (not shown), we have only two archetypes to combine to get to her essence.

Interestingly, unlike most famous individuals, she doesn't appear to have an official Web site. She is unusual in this, different from others — perhaps befitting a double Aquarian! But her work and reputation clearly fit these two signs. To me, she is truly authentic. An astrologer could make a very clear Professional Brand Profile from her horoscope. I would give a designer these words and suggestions:

- Outrageous, controversial, intelligent, groundbreaking, academic, unique, honest, someone with integrity (these can all be part of the Aquarian character, as can intellectual stubbornness).
- Sexual topics, investigating taboo subjects, deeply penetrating mind, comprehensive research (Greer is also known for these Scorpio attributes).

My recommendation would be a design that highlights controversy and divides opinion. A clear, no-frills feel. The colours that come to mind are black and white, highlighting Scorpio, a sign of extremes and contrasts. Her Web site should have headings that provoke or shock (Aquarius).

Clearly, she is a well-respected scholar and is currently Professor Emerita of English Literature and Comparative Studies at the University of Warwick. Any branding should also reflect her standing. This might be done by including academic references on the site (particularly where she has been controversial within the academy) or by using an academic font.

A Company Example

Since I mentioned Apple, I thought it would be interesting to look at the company's history. There are several relevant dates, which is often the case with organizations. I use midnight charts for companies, and in this case there are three:

1. Apple Computer, set up by Steven Jobs and Steven Wozniak on April 1, 1976 in Cupertino, California (37°N19', 122°W02').
2. Apple Computer Inc., incorporated on January 3, 1977 (same place and time zone).
3. Apple Inc., incorporated on January 9, 2007 (same place and time zone); the

Creating a Brand

word “computer” was removed from the name to reflect the production of other products.

I would use the first date, which was the first time the name “Apple” was used.

I thought Uranus or Aquarius would be prominent: One of the early images used was Newton’s apple falling from the tree — the “aha!” Eureka moment. The chart does have a sesquiquadrate between Venus and Uranus, which I would interpret as “innovative products,” but Uranus does not feature very strongly in any of the charts. However, if you delve deeper into Apple, you can see a combination that I think shows what Apple was really about. (I say “was” because it is generally accepted that Apple’s heart and soul was the late Steve Jobs who, as co-founder of the company, seems to have had a prominent role in its brand and provided its “DNA.”)

The first chart in 1976 shows the Sun tightly conjunct Mercury in Aries, a Sagittarius Ascendant conjunct Neptune, and a Libra MC conjunct Pluto. (See **Chart 1**, below.) Steve Jobs is quoted as saying he wanted to challenge (Aries) the status quo. Jobs was a Pisces, and Neptune rising in the original chart resonates with this. There have been many slogans used by Apple over the years, but they

mainly concern the products and not the company. Looking at this chart, the mission is to transform (Pluto–MC) the world (Sagittarius rising), through beautiful (Libra MC and Neptune rising) and pioneering design (Sun in Aries, Neptune rising). There is a famous quote which Jobs used often: “I want to put a ding in the Universe.” He certainly made an impact!

Interestingly, the second chart repeats the angular Pluto in Libra theme, but this time it is in the 1st house conjunct the Ascendant. (See **Chart 2**, below.) Pluto also squares the Capricorn Sun, which I think reflects the now official, incorporated status. So, Pluto is again highlighted. Apple really does want to take over the world and now has a plan (Capricorn)! If Wikipedia is to be believed, the early company slogans tried to polarize (Pluto) users: “Soon there will be 2 kinds of people. Those who use computers, and those who use Apples” (early 1980s); “The Computer for the rest of us” (1984). The word “power” (Pluto) was also used in a slogan in 1990: “The Power to Be Your Best.” The power of the beautiful design (Pluto in Libra) also plays a role in the company’s success. And users tend to be passionate, almost obsessive, about the products.

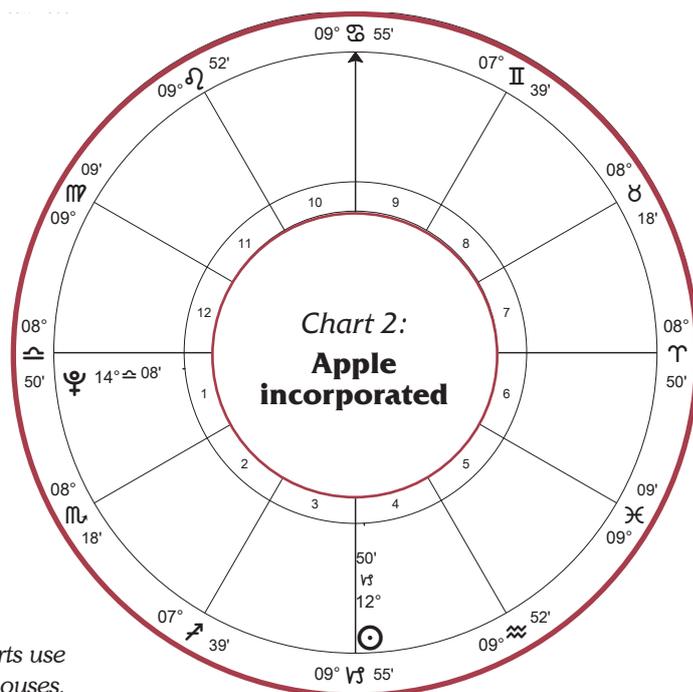
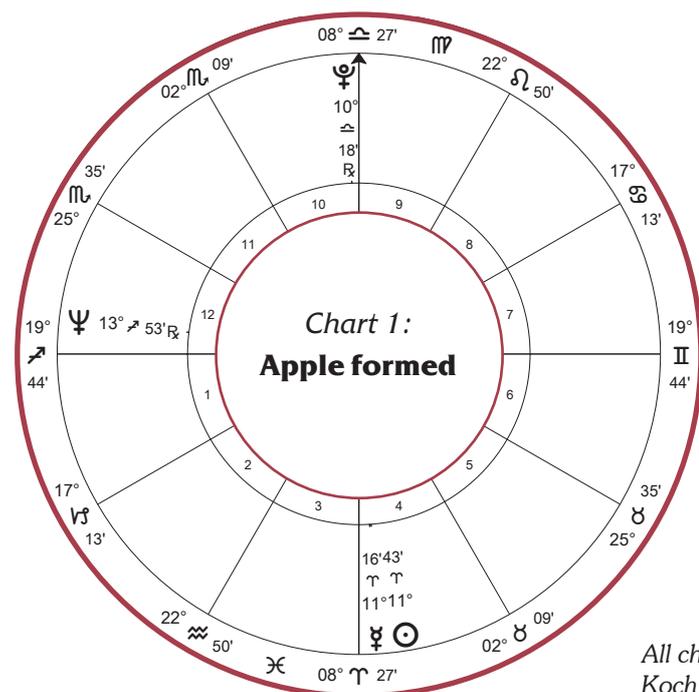
Cancer on the MC is interesting in that Apple is often regarded as creating the home (Cancer) computer market. A slogan from the pre-Mac era: “The home

computer that’s ready to work, play and grow with you.” Certainly, the Apple name and its products have become household words.

The latest 2007 chart has the same three points — Sun in Capricorn, Libra rising, and Cancer MC — but there are no strong planetary aspects to them (chart not shown). The last slogan mentioned on the Wiki Apple page is “Get a Mac” (2006–09). It sounds a bit bossy (Pluto) but doesn’t have the same feel as the earlier ones. It will be interesting to see if and how the company image changes, now that Steve Jobs has gone.

I have just discovered a book worth reading called *Inside Apple: How America’s Most Admired and Secretive Company Really Works*, by Adam Lansky (Business Plus, 2012). Pluto is revealing itself here! It is also clearly visible in two quotes from a review of the book by Herbert Lui, who writes: “Apple’s able to get away with [forcing companies to comply with their demands] because of the power they’ve earned.” And later: “As an entrepreneur, Steve Jobs already clearly understood his role: to start companies that will kill off existing leaders.”⁴

If I had Apple as a client, I would suggest, as I do with many clients, that they retune their branding by using their original DNA — to stay true to these criteria (as reflected in Chart 1). Lansky’s book is a great guide to that. Some of the



All charts use Koch houses.

chapter headings show what Apple was truly about:

- Rethink leadership (Sun–Mercury conjunct in Aries)
- Embrace secrecy (Pluto)
- Focus obsessively (Pluto)
- Stay start-up hungry (Aries, Sagittarius, Pluto)
- Hire disciples (Sagittarius)
- Own your message (Sun–Mercury conjunction, Pluto: control of message)
- Overwhelm friends/dominate foes (Sagittarius, Pluto)
- Inspire imitators (Sagittarius, Aries)

It is my experience that if you act in line with — and highlight — the Sun, the Ascendant, and the MC in any company branding, this enhances the company’s success and the authenticity of its message. Apple has been a superb example of this.

A Personal Example

Finally, I want to discuss a project in which I am personally involved. I am setting up a structure so that I can work together with other freelancers. This is something that other astrologers may want to do, too. I am collaborating with a designer, a text-writer, and a Web-builder to create a group called “Strut Your Stuff.” We have made a Web site which shows that we offer Professional Brand Profiles using a horoscope, along with different levels of service: from simply designing business cards and headings for blogs with colours and text, up to total branding. However, most of the work will be building Web sites. We have worked together before, and we thought we could help each other get more clients. So, we have had to brand ourselves — an interesting process! The chart I used is that of our first meeting.

Chart 3 (at right) shows four archetypes that we took into account in the branding: the Sun in Taurus, the Sun conjunct Jupiter, the Ascendant in Leo, and the MC in Aries. The briefing I gave the designer and text-writer was:



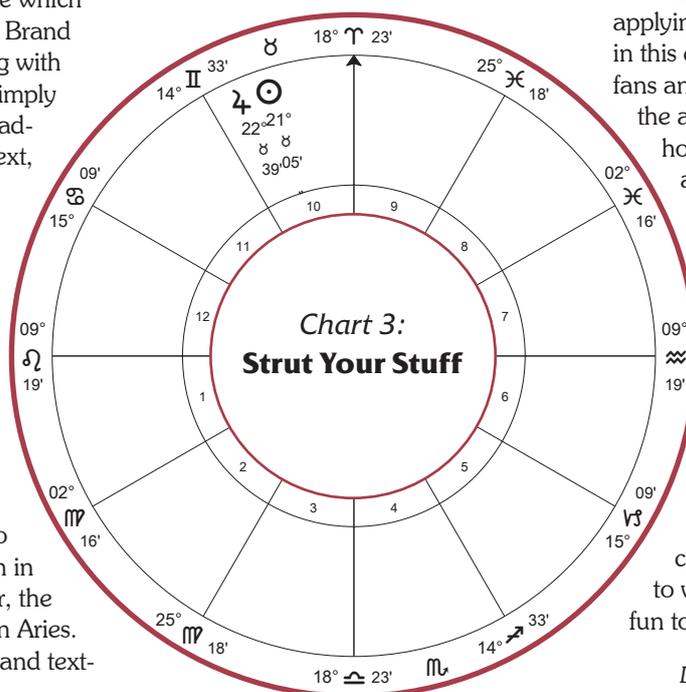
- *Taurus (our heart):* basic, realistic, practical, problem-solving; grounded, earthy humour; earthy colours, green
- *Sun with Jupiter:* languages (English and Dutch), international; a whole strategy of branding
- *Leo (our image):* pride, a peacock struts! (initially, we had a peacock logo); we are the best; we deliver quality; prices to match this quality; we encourage you to follow your heart, to be yourself as you really are; gold
- *Aries (our mission):* we kick-start you; we give you a good start; we dare to

be direct; we say it like it is; we are pioneers; daring, honest, forthright; red

- *Branding ideas for Taurus (and Jupiter), Aries, and Leo:* fiery colours with grounding; proud, rich, and sensual

Although designers generally don’t know much about astrology, they often tune into these ancient archetypes in their own way. We were all delighted with the branding. We already had the tagline in English — “Strut Your Stuff” — which fed into the desired result. I originally offered, “If you’ve got it, we’ll help you flaunt it,” but the humour doesn’t come across in Dutch, which is our second language. Our designer came up with this image (at left).

It was a complete surprise to us, and what she hadn’t realized is how amazingly in tune the image is with the three sign archetypes. The star is gold (Leo) and on his heart. The costume is red and he is a young boy (Aries). In the background there are trees; there is a simplicity to the image and it made us smile (Taurus). Clearly, the boy is Superman and is about to fly (Jupiter)! Altogether, the image gives the exact feeling we wanted: daring to show who you are and how you would like to be seen — and doing this with what you have and being proud of it. You can see the full site at www.strutyourstuff.nl



I like to make use of astrology by applying it in the real world. My partners in this enterprise have become astrology fans and are growing more familiar with the archetypes. This is an example of how astrology can become more appealing and acceptable to others by providing a very useful service. I hope you will try using astrology to create a branding profile for yourself or even set up your own business offering this service. My clients love it and find it very helpful for clarifying *who they really are* and *what they want to do*. It may help you brand yourself, could be financially advantageous, and ... it could get you the clients you love to work with. Not only that, it’s great fun to do!

Data and references follow on page 109

Horary Astrology

continued from page 59

5. Ibn Ezra, *The Beginning of Wisdom*, trans. Levy and Cantera, 1939 (Ascella ed., 1994), p. 221.
6. This uses the scheme recorded by Ptolemy, listing only the principal rulers by day and night and ignoring the participating rulers; for the logic, see *Tetrabiblos*, I.18.
7. Ptolemy, *Almagest*, II.9.
8. Ptolemy primarily attributes the triplicity of Cancer, Scorpio, and Pisces to Mars, with additional co-rulership from Venus by day and the Moon by night (*Tet.*, I.18). Other ancient authors such as Dorotheus and Paulus give the principal rulership to Venus by day and Mars by night.
9. *Al-Qabisi (Alcabitius): The Introduction to Astrology* (10th cent.), trans. Burnett, Yamamoto, and Yano, Warburg Institute, 2004, I.19, p. 29; and I.22, p. 33.
10. See CA, pp. 115 and 178, for Lilly's example of such a table and his demonstration of its use.
11. Comment, CA, p. 389; Mercury, "high stature," p. 78; Gemini, "tall straight body," p. 94.
12. Sahl bin Bishr, *Quinquaginta Precepta (Fifty Precepts)*, chs. 26 and 28. An English translation is provided in Benjamin Dykes, *Works of Sahl and Masha'allah*, Cazimi Press, 2008. The 12th-century Latin translation I referred to is available as a digital facsimile at www.warburg.sas.ac.uk/pdf/fah850zaelquinq.pdf
13. *Ibid.*, ch. 41.
14. CA, p. 112.
15. Al-Biruni, *Book of Instruction in the Elements of Astrology*, trans. Ramsay Wright, 1934 (Ascella ed., 1993), p. 306.
16. Antiochus, *Thesaurus* (2nd cent.), trans. Robert Schmidt, Project Hindsight, 1993, I.7.
17. Lilly, *Merlini Anglici Ephemeris* (1676), "Choice Astrological Aphorisms."
18. CA, p. 61.
19. Vivian Robson, *Fixed Stars and Constellations in Astrology*, 1923 (Ascella ed., 1994), p. 215.
20. In the testimonies of violent deaths, Libra, as one of the air signs, is also associated with deaths by hanging or strangulation (CA, p. 646).
21. CA, p. 403.

The completed dignity table for the planets not shown alongside the chart (on page 58) reads:

| Significator | Sign | Exalt. | Trip. | Term | Face |
|--------------|---------|--------|-------|------|------|
| ☉ | 24°♍17' | ☉ | / | ☉ | ♂ |
| ♂ | 11°♌22' | ♀ | ♄ | ♄ | ♄ |
| ♄ | 02°♌29' | ♀ | ♄ | ♄ | ♄ |

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Note: Part 5 of this series will appear in the Aug./Sept. 2013 issue of *The Mountain Astrologer*. Part 1 appeared in the Oct./Nov. 2012 issue, Part 2 was printed in Dec./Jan. 2013, and Part 3 was printed in April/May 2013.

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Chart Data and Sources

Germaine Greer, January 29, 1939; 6:00 a.m. AEST; Melbourne, Australia (37°S49', 144°E58'); A: from her to Tiffany Holmes.

Strut Your Stuff, May 11, 2012; 11:30 a.m. CEDT; Amsterdam, Netherlands (52°N22', 04°E54'); author's records.

References and Notes

(All URLs were accessed in February 2013.)

1. Faye Cossar, *Using Astrology to Create a Vocational Profile: Finding the Right Career Direction*, Flare Publications, 2012.
2. Jack Canfield, author of *The Success Principles* (www.lawofattractioncentral.net/law-of-attraction-quotes/).
3. See Simon Sinek, "How great leaders inspire action" (www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html).
4. Herbert Lui, "Inside Apple" (www.actionablebooks.com/summaries/inside-apple)

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