Decent exposure
Right Timing

Faye Blake    UAC May 2018

Expressing an authentic image
A time to brand

Amsterdam School of Astrology    www.asastrology.nl
Your Brand
• Brand is not a design or a logo.
• Your brand is a promise about what people think they will get.
• Brands can be invisible, it’s up to you what you want to promise.
• You need a point of view about how you want to be in the world.
• The hard work in marketing is choosing to matter.

Seth Godin
Branders - Brand clarity
Your brand is your future

- Authentic?
- Unique?
- Shareable?

- Communicate in a clear magnetic way
- Clarity
- Gives confidence
- Consistency
- Authenticity
Law of Attraction...

States that whatever you focus on, think about, read about, and talk about intensely, you’re going to attract more of into your life.

*Jack Canfield*

- **Point #1:** We are drawn to the way things look.
- **Point #2:** We are drawn to the way things make us feel.
Astrology of Branding

- Sun
- Ascendant
- MC
Why might this work?

- Sun - the why, heart, DNA
- Ascendant - image
- MC – reputation, legacy, mission
Simon Sinek  Golden Circle
TED talks
Billy Connolly
Natal Chart
24 Nov 1942, Tue
04:30 BST -1:00
Glasgow, Scotland
55°N53°004°W15'
Geocentric
Tropical
Placidus
Mean Node
Rating: AA
WELCOME TO THE SOCIETY OF THE UNSEAL

Announcing the HENDRICK'S GIN SOCIETY of the UNUSUAL, a rather fabulous refuge for all free-thinking individuals who wish to...
Hendrick's Gin registered
30 Aug, 2002
Girvan UK
Koch houses
Wonders and extravagances await, join our Society of the unusual! Click at once!
Mr. Charles Gordon enlists Ms. Lesley Gracie in his ECCENTRIC QUEST to invent an elixir with his two entirely different and very antique stills. Although many interesting distillates are generated, none are deemed UP TO SNUFF. Captivated by the possibilities of using two odd stills to create one unusual spirit, THEY SOLDIER ON with their efforts.
KLM – Royal Dutch Airlines

KLM

Oct 7, 1919

The Hague, NL

0:00

Koch Houses
About KLM

KLM’s company profile, goals, history, fleet and vision for the future.

About KLM>

CSR

Everything about KLM as leader in Corporate Social Responsibility (CSR)

Leader in Corporate Social Responsibility>

The customer

KLM attends to the individual needs of passengers; we know everybody is different.

Focus on customer>

Press releases

AIR FRANCE KLM July 2012 Traffic results
FIRST HALF YEAR RESULTS 2012
KLM strengthens Africa network with service to Harare, Zimbabwe
More press releases

RSS feed

KLM Aircares

The KLM AirCares program>

Students

All you want to know about KLM>
De toekomst van Zuster Lidwien

Vraag gratis deze laatste publicatie aan met dit formulier.

'Goede zorg wordt bepaald door de relatie tussen mensen onderling'
Anne-Mei The

Is er nog ruimte om verpleeghuiszorg te verbeteren?
Lees verder >>

Ga verder naar:
Hoe kunnen wij u helpen?
Waar geloven wij in?
Wat doen we dan?
Hoe weten we het?
Wie zijn wij eigenlijk?
Zie je wel...
Contact
Zie je wel...

De Werkvloer Centraal heeft haar weg gevonden in tal van zorginstellingen door het hele land. Onder ervaringen leest u een aantal praktijkvoorbeelden van deelnemers aan De Werkvloer Centraal.

Basisprincipe 6
Medewerkers weten zelf wat ze nodig hebben om hun werk goed te kunnen doen.
Right Timing
The Huber Age point
Two phases

- Phase 1
  Year 0-6
  Aries
  Identity
  Turning point 3-4

- Phase 3
  Year 12-18
  Gemini
  Communication
  Turning point 15-16
Example KLM

KLM

Oct 7, 1919

The Hague, NL

0:00

Koch Houses
## Phase 1 KLM

<table>
<thead>
<tr>
<th>First House Aries</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>1919- 1925</strong></td>
<td>1st airline, Royal, lots of firsts</td>
</tr>
<tr>
<td><strong>Critical Point 1923</strong></td>
<td>Crash Goodwin sands</td>
</tr>
<tr>
<td><strong>1991-1997</strong></td>
<td>KLM cityhopper/Transavia, 1&lt;sup&gt;st&lt;/sup&gt; Frequent flyer, KLM-Northwest – new image, 1&lt;sup&gt;st&lt;/sup&gt; Business class intercontinental</td>
</tr>
<tr>
<td><strong>Critical Point 1995</strong></td>
<td>Turning point- settled cooperation</td>
</tr>
</tbody>
</table>
# Phase 3 KLM

<table>
<thead>
<tr>
<th>Third House Gemini</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1931- 1937</strong></td>
<td>First radios, stewards, reading tables, ashtrays, ventilation Record time for Christmas cards to Batavia – 1st transatlantic flight linking continents</td>
</tr>
<tr>
<td><strong>Critical Point 1935</strong></td>
<td>Best in class energy efficient, 3 accidents in one week critique – too fast to murderers</td>
</tr>
<tr>
<td><strong>2003-2009</strong></td>
<td>Merger Air France, Sky team, Flying Blue joint loyalty, self service – 1st, Open skies, Internet bookings</td>
</tr>
<tr>
<td><strong>Critical Point 2007</strong></td>
<td>Failed bid Alitalia</td>
</tr>
</tbody>
</table>
Your Company Calling provides you, as an astrologer, with practical tools for working with companies of any size, from freelancers to global enterprises. It is also a valuable resource for your own practice, providing answers to many of your business questions. Faye’s innovative toolkit outlines ways to help clients define the ‘why’ or DNA of their business.

She shows you how to:
- Define business purpose, mission and goals authentically
- Characterize management and staff
- Select fitting products and services
- Determine effective branding, marketing and communication
- Answer the ‘where’ questions
- Capitalize on world trends and timing

Faye Blake is an astrologer and business consultant with over 30 years experience. Her background in business includes management positions in IT, training, finance, PR and marketing, as well as independent consultancy. Together with her extensive astrological knowledge, Faye has unique experience in combining these two fields. Based in Amsterdam, she works with clients from all over the world. Her Company Clock model evolved from her dissertation for her MA in Cultural Astronomy and Astrology.

Faye’s business astrology site is www.justaposition.nl

Your Company Calling: A Practical Guide to Business Astrology
Faye Blake

Foreword by Georgia Stathis
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Chapter 2 How to use this book
Chapter 3 The start: research

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Chapter 6 Employees
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Chapter 8 Branding and image

Part 3
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Chapter 19 Timing and trends
Chapter 20 Mixing and matching

What do we want?
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Chapter 15 The ideal office environment

What can we do?
Chapter 9 Products and services
Chapter 10 Communications – internal and external
Chapter 11 Sales methods
Chapter 12 Marketing

The Sun
The Moon
The Sun, Ascendant and MC
The Sun, Ascendant and MC, Venus
The Moon, Venus, the Sun, Ceres
Choosing start times
Timing of the 12 phases and how to use them
The ‘where’ questions
Forecasting and cycles
Using synastry in business
Contact

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Books

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