From Part-time Hobby to Full-time Professional

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About Me
Business Organization
Business Administration
Business Plan Preparation
Vision and Mission Statements
Education, Training, and Professional Development
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Vocational Astrology
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ABOUT ME

College Professor – Finance and Accounting Classes
Former Dean of Faculty Administration – AIU
BBA - Accounting from Howard University
Masters of Accounting & Financial Mgmt – Keller Graduate School
Ph.D. – Business Management – Capella University (in progress)

Professional Member – American Federation of Astrologers
Level I Certification – NCGR-PAA
Certified Teacher – The Church of Light

President – The Friends of Astrology, Inc.
Treasurer – The Astrology News Service, Inc.
Board of Trustees – Kepler College
Business Organization

• Sole Proprietorship
• Partnership
• Corporation
• Limited Liability Corporation
• Non-profit Corporation
• Low-profit Corporation
ASTROPRENEURS™

Business Administration

• Management
• Operations
  • Client Contact
  • Astrology Software
  • Banking/Commerce
  • Policies
• Finance
  • Debt Financing
  • Equity Financing
• Accounting
  • Financial Statements
Business Administration (cont’d)

• Marketing
  • Target Market (primary and secondary)
  • Intellectual Property
  • Branding
  • Competitive Advantage
  • Website
  • Social Media

• Legal
  • Licenses
  • Ordinances
  • Client Release Form and Disclaimer

• Insurance
ASTROPRENEURSHIP
Trademark Symbols

[Image of McDonald’s logo with © symbol]

[Image of Starbucks logo with ™ symbol]
CLIENT RELEASE FORM and DISCLAIMER

- I hereby request you to inform me concerning the planetary forces active on the date of my birth and at other times during my life, the dates of which I will give you. I affirm that these are the true dates and times to the best of my knowledge.

- In furnishing me this information, I understand that you obtained it from charts constructed by you, and from textbooks covering the art/science of astrology and astronomy.

- I understand that you make no claim to any special or occult power and that the information you will furnish will be only that which any thorough student of astrology would give me.

- I understand that I am not asking you to tell my fortune in any sense, and understand that you do not attempt or pretend to do so.

- I understand that all information provided herein is based on astrological theory and geocosmic analysis. It is presented for educational purposes with reliable intent. However, no claims for future accuracy is made, nor can projections be guaranteed. Also, reliance of information in this report and any consultation is solely at my risk and absolutely no one else’s.

- I understand and accept that all information provided and advice given is not intended to take the place of the same delivered from other professionals, such as medical doctors, accountants, attorneys, financial advisors, psychiatrists or psychotherapists.


date

Signature

Date

Print Name

Date of Birth
Business Plan Preparation

- Title Page
- Table of Contents
- Executive Summary
- Vision and Mission Statements
- Company Overview
- Products and/or Services Plan
- Marketing Plan
  - Market Analysis
  - Sales and Promotion
- Management Plan
- Operating Plan
- Financial Plan (revenue model)
  - Income Statement
  - Balance Sheet
  - Cash Flow Statement
- Appendix of Supporting Documents
Microsoft Corporation’s vision statement is “to help individuals and businesses realize their full potential.”

Microsoft Corporation’s mission statement is “to empower every person and every organization on the planet to achieve more.”
Education, Training, and Professional Development

- College Degrees
- Professional Designations
- Mentoring
- Peer-to-Peer
- Local Astrology Groups
- Conferences
- Certifications
  - AFA
  - NCGR-PAA
  - ISAR
  - OPA
Ethics

- Confidentiality
- Exceptions to Confidentiality
- Giving Answers vs. Coaching
- Limitations of Knowledge & Experience
- Referring a Client
- De-hiring a Client
Electional Astrology
Electoral Astrology - General Rules

1) Use applying aspects only
2) Use the Ptolemaic aspects
3) The Moon is the Primary Consideration
4) Keep Saturn out the angles
5) Keep Uranus and often Mars out the angles
6) Choose a rising sign that supports the matter
7) The Sun, Moon, Venus, & Jupiter above the horizon
8) North Node – fortunate; South Node - unfavorable
9) Cardinal Signs, Fixed Signs, and Mutable Signs
10) Dignify Planetary Rulers which suit the Election
11) Interceptions and Retrogrades are not Detrimental
12) Avoid a missed Moon aspect
13) Place challenged planets in favorable aspect to the angles and/or rulers of the angles
## Business Opening Election Example

**Date:** Thursday, December 15, 2006 10:00:00 AM  
**City:** Chicago, Illinois  
**Time Zone:** Central Standard Time (CST)  
**Longitude:** 87° W 39°  
**Latitude:** 41° N 30°

### Suppemental Calculations

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<th>Destination</th>
<th>Sun 23 S 06</th>
<th>Ven 24 S 11</th>
<th>Sat 14 N 16</th>
<th>Plu 16 S 29</th>
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<td>Mar 21 S 09</td>
<td>Ura 08 S 08</td>
<td>Asc 19 S 33</td>
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<tr>
<td>Mer 20 S 50</td>
<td>Jup 20 S 16</td>
<td>Nep 15 S 47</td>
<td>Mid 19 S 14</td>
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**Week Day:** Tuesday  
**Julian Day:** 2454082.16666667  
**Sidereal Time:** 15h 34m 15s  
**Delta T:** 0.15739 seconds
American Federation of Astrologers Inc.

Wednesday, May 04, 2006 11:30:00 AM

TimeZone: 05:00 (EST)
Longitude: 077° W 02° 12'
Latitude: 36° N 53° 42'
Planetary Retrograde Periods for 2018

- (&$ - March 9\textsuperscript{th} to July 13\textsuperscript{th}
- ♂ - June 27\textsuperscript{th} to August 28\textsuperscript{th}
- ♄ - July 26\textsuperscript{th} to August 19\textsuperscript{th}
- ♉ - August 8\textsuperscript{th} to end of the year
- ♅ - October 6\textsuperscript{th} to November 16\textsuperscript{th}
- ♆ - November 17\textsuperscript{th} to December 7th
Electional Chart 1 Astropreneurship(TM)
Monday, July 16, 2018 8:05:00 AM
Current Day and Time
Chicago, Illinois
Time Zone: 05:00 (CDT)
Longitude: 087° W 39'
Latitude: 41° N 51'
Placidus Houses
Tropical Zodiac
True Nodes
Day Chart

Astrology Services Courtesy of
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SUPPLEMENTAL CALCULATIONS

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<td>Nep 06 S 19</td>
<td>MNN 18 N 47</td>
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<td>Jup 14 S 52</td>
<td>Plu 21 S 49</td>
<td>MSN 18 S 47</td>
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<tr>
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<td>Sat 22 S 32</td>
<td>Asc 13 N 46</td>
<td>PF 04 S 26</td>
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<td>Venu 09 N 36</td>
<td>Ura 11 N 47</td>
<td>Mid 16 N 27</td>
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<table>
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<th>Week Day:</th>
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Benefits of Modern Technology for Electional Astrology

- Applications of many types can be completed online
- Emails can be sent 24/7
- Taxes can be filed online (void-of-course Moon)
- Licenses of many types can be purchased online 24/7

These are some general examples of the benefits of modern technology for electional astrology. Invariably, there will be instances in which the best time to submit or apply will be from 6:00 pm to 9:00 am the next day.
Vocational Astrology
Vocational Chart 1 Astropreneurship(TM)
Thursday, April 09, 1970 10:41:00 PM
Chicago, Illinois
Time Zone: 06:00 (CST)
Longitude: 087° W 39'
Latitude: 41° N 51'
Placidus Houses
Tropical Zodiac

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Vocational Chart 2 Astropreneurship(TM)
Saturday, May 07, 1910  6:44:00 AM
Chicago, Illinois
Time Zone: 06:00 (CST)
Longitude: 087° W 39'
Latitude: 41° N 51'
Placidus Houses
Tropical Zodiac

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SOULAR WISDOM(TM)
References

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Rechter, Christine L.; Lorigan Enterprises. Chicago, IL 1975

“The Only Way to Learn about Horary and Electoral Astrology”
March, Marion and McEvers, Joan; ACS Publications. San Diego, CA 1998

“Electoral Astrology”
Robson, Vivian; Astrology Classics Publishing. Abingdon, MD 1937

Color Matters
https://www.colormatters.com/component/content/article/62-color-a-marketing/241-color-branding-a-trademark-rights
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