Your Company Calling
A Practical Guide to Business Astrology
Faye Blake

Foreword by Georgia Stathis

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’s book will be published in 2018. Special preorder price UAC and Portland

Discount

To order Faye’s book for $18 instead of $24.99 please fill out the form below and give it to Faye during either the UAC conference or Portland events.

When the book is published Faye will contact you by email.

Name:

Email Address:

Address:

Telephone number:
Contents

Foreword by Georgia Stathis
Introduction

Chapter 1: Why this book?
Chapter 2: How to use this book
Chapter 3: The start: research

Who are we?

Chapter 4: The company calling – the DNA
   The Sun
Chapter 5: The management
   The Sun
Chapter 6: Employees
   The Moon
Chapter 7: Finding people and departments in the company chart
Chapter 8: Branding and Image
   The Sun, Ascendant and MC

What can we do?

Chapter 9: Products and Services
   Venus, the 2nd House, quintiles
Chapter 10: Communications – internal and external
   Mercury, the 3rd house
Chapter 11: Sales methods
   Mars
Chapter 12: Marketing
   Jupiter, the 9th house

What do we want?

Chapter 13: Mission and Goals
   The MC
Chapter 14: Company culture - norms and values
   Venus, Jupiter
Chapter 15: The ideal office environment
   The Moon, Venus, the Sun, Ceres

Business toolkit

Chapter 16: Electional astrology
   Choosing start times
Chapter 17: The company clock
   Timing of the 12 phases and how to use them
Chapter 18: Astrolocality
   The where questions
Chapter 19: Timing and trends
   Forecasting and cycles
Chapter 20: Mixing and matching
   Using synastry in business