How to use Astrology to Make Your Business More Successful: Module 3/Day 3

Table of Business Houses Activities

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| Business  House | Keyword | Activity Correspondences |
| 1st | Image | Brand, appearance, business identity, its drive, purpose, new beginnings, how the public receives it, the owners personal identity with the business, the unique personality of the business, what the business strives to achieve. |
| 2nd | Financial | What the business values are for each part and overall, its assets, start-up costs, cash flow in and out, accountancy, profit and loss, financial gains and losses, costs to run the business, expense accounts. |
| 3rd | Relations 1.  Communications | All types of marketing, publicity, advertising, product launches, campaigns, metrics and analytics, communication channels, research, presentations, sales, drawing up of contracts, promotional networking, ideas, intelligence networking. |
| 4th | Foundation | Business location and real estate value, roots of the business, its history, environment, the end of the business and endings and new beginnings within parts of the business, the security it gives to employees and investors, founders of the business, its records and the building of the business. |
| 5th | Creativity | Entrepreneurship, the creative skills of the business, social engagement and entertainments, investments of a financial risk, speculation, how the business plays its role in its particular industry, new projects. |
| 6th | Day to Day  Operations | Products inflow and outflow, how healthy the business runs, business skills overall, mindsets, its personal development values, natural work EQ and IQ sustainability, communications productivity, analytics and metrics developments, its due diligence, distribution networks, employees, the nuts and bolts of the business, public health. |
| 7th | Relations 2.  Alliances | Negotiations ,trade, and contracts, public relations, business relations with those who are connected with the business in some way, accountants, attorneys, competitors and peers, clients, customers, sales and products people, diplomatic ties, other business affiliates in the same market. |
| 8th | Shared Partnership  Interests | Shared interests, other owners, managers, investors, j/ventures, financiers, taxes, business loans and debts, what the business inherits, shared business resources and interest, the business financial investments, the buyers of the business products, international finance. |
| 9th | Higher Business  Education | Business connections and relations overseas, publishing, legal and academic matters, the big picture for the business, learning curve for the growth of the business all the way through, the wisdom the business acquires from the experiences of all who input into it, global marketing, international trade, meaningful beliefs about the business. |
| 10th | Management | Management, C.E.O., administration, time management, honours the business receives, promotions of its personnel, its public reputation, organization abilities, the structure of the business, its hierarchy and department levels, its VIP image and foundational image. |
| 11th | Relations 3.  Social Role | The business social values and contribution, philanthropic parts, memberships, what its employees make, the profits and returns it makes, the organizations its linked with, its goals, the business mission, the social links it makes, what its recognised for in its part as a humanitarian conscience, and its reforms, and technological acumen, social media role. |
| 12th | Hidden  Resources | The business spiritual values and resources, its activities behind the scenes, the life cycle of the business coming to a close, charity causes, parts of the business that terminate, confidential agreements and contracts, the subtle powers of the business at work, hidden resources and the undercurrents of the business, its skeletons and best kept secrets. |