

Business Forecast for

Michael J. Fox

June 9, 1961

12:15 AM

Edmonton, Canada

Your Company Name

ADDRESS XXXXXXXXXXXX

Phone: XXXXXXXXXXXX

October 21, 2002 - November 21, 2002

Your Business Forecast begins on the following page. If the time period for an interpretation is, for example, given as "Apr 1, 1997 (Feb 15, 1997 to May 15, 1997)", then it starts in mid-February, reaches greatest intensity around April 1, and ends in mid-May. The first date listed is the time when the influence has reached maximum strength; we can call this date the "peak date". The influence starts on the beginning date, gradually increases in strength until the peak date is reached, and then it gradually fades out until the ending date is reached.

You may also notice that the same interpretation shows up periodically during the year; this is not unusual. To eliminate redundant interpretations, you may be informed that the astrological influence also occurred earlier and that you should refer back to the previous occurrence of this interpretation.

At the top right margin after the dates, the abbreviated names of the aspects and the two factors involved are given. For example, "Jup Sqr MC" means that during the given dates "transiting Jupiter" is squaring your "natal Midheaven". That is to say, the first factor that appears is always the transiting planet (present position of the planet in the zodiac), while the second component of the pair is "natal", or the position it was in the zodiac at your birth. Also, the Midheaven (MC) is the apex or beginning of the 10th house.

At the beginning of each interpretation the complete name of the aspect and the two factors involved are given in capitalized letters. As before, the first planet is in "transit" while the Midheaven is "natal". Below it, the INTENSITY of the aspect is indicated in a scale from 1 to 10. That is to say, an aspect with an influence of 1 is very weak and may not even be noticed. On the other hand, an influence of 10 is very powerful. We can consider aspects with an intensity of 8, 9 or 10 VERY STRONG, 6 or 7 STRONG, 4 or 5 AVERAGE, DECREASING at 2 or 3 and VERY WEAK at 0 or 1.

This report outlines the aspects between the transiting planets on one hand, and the apex or beginning of the 10th house in the natal chart on the other. Traditionally, besides the ten astrological planets (Sun, Moon, Mercury, Venus, Mars, Jupiter,

Saturn, Uranus, Neptune and Pluto), two points in the chart are considered very important. The first is the Ascendant or beginning of the 1st house, related to the personality and appearance of the individual. The second is the Midheaven or apex of the 10th house, connected with the materialization of goals and initiatives, as well as professional success and social recognition. The Midheaven represents the aims or goals and the desire for concrete action. Therefore, the astrological aspects that affect the Midheaven are important in choosing the right time to start a business, commercial or professional initiative.

First, this report is based on the birth date of the owner, founder, or major associate of the business in question. In case there is more than one relevant associate, it is advisable to consult the Business Forecast for the second associate as well.

Second, to obtain this report, the party should provide an approximate time for the business to be opened. The report then will give relevant dates for the most advantageous and least desirable time to proceed with it. In case there is more than one owner, it would be ideal to locate a date in both forecasts that may have positive aspects or, at least, that neither have disharmonious aspects.

But one might question the date one must consider. Does it constitute the date the corporation was formed, the day on which the license was obtained, the day the premises were rented, or the moment in which the toast was made? The answer is very simple. The date of astrological validity is the one on which the business started to serve the public. This is the real "birth" of the business, while everything else constitutes the period of "gestation" of that enterprise.

As a rule, it can be said that the best time for opening a business, in order of strongest to weakest influence, is the following (a higher intensity indicates greater influence): Existence of a TRINE (strong harmonious aspect) between a planet and the Midheaven; Existence of a CONJUNCTION (neutral aspect) between a beneficial planet and the Midheaven (only Jupiter conjunct MC can be considered here); Existence of a SEXTILE (mild harmonious aspect) between a planet and the Midheaven; Existence of a CONJUNCTION (neutral aspect) between a planet (except Jupiter) and the Midheaven.

On the other hand, the most problematic dates for founding a business, in order of strongest to weakest influence, are the following: Existence of a SQUARE (strong disharmonious aspect) between a planet and the Midheaven; Existence of an OPPOSITION (mild disharmonious aspect) between a planet and the Midheaven.

In any case, as this is not a report of determination but only orientation, the explanations of the "squares" and "oppositions" give advice and practical solutions for the businesses that may have started during some of these dates. This is especially useful for those that already have opened their business and read this report to find out what astrological aspects were in effect at the time they started their business. In case of harmonious aspects (trines and sextiles) suggestions are also given on how to obtain the maximum benefits of that astrological influence.

Lastly, it can be said that the "peak dates" possess the purest influence. It is recommended to make use of the harmonious peak dates, if possible. Thus, the

mixture of influences is avoided in case there is more than one aspect during given days.

Tropical/Placidus NATAL CHART
Calculated for time zone 0 hours

Natal positions:

Sun=18GE12 Moon= 1TA27 Merc= 9CN21 Ven= 2TA58 Mars=18LE37
Jup= 6AQ49 Sat=29CP07 Ura=22LE23 Nep= 8SC58 Plu= 5VI40
Asc=18AQ37 MC=14SA03

PLANET-TO-PLANET SELECTIONS

Natal: Sun Moon Merc Ven Mars Jup Sat Ura Nep Plu Asc MC

Transiting: Sun Merc Ven Mars Jup Sat Ura Nep Plu

ASPECT ORB ASPECT ORB

Conj (0 deg 00 min) 1 deg 00 min Oppos (180 deg 00 min) 1 deg 00 min

Sqr (90 deg 00 min) 1 deg 00 min Trine (120 deg 00 min) 1 deg 00 min

Sxtil (60 deg 00 min) 1 deg 00 min

Nov 6, 2002 6 PM(Nov 5, 2002 to Nov 8, 2002) Mars Sxtil MC

MARS SEXTILE MC

INTENSITY: 2

A business opened during these dates is labeled with great dynamism and capacity to struggle. Neither the owners, nor the agents, or the personnel are intimidated by unfavorable circumstances. Because of the existing assertiveness and ability to respond, difficulties are surpassed quickly and generally lead to success. These spontaneous decisions have nothing to do with lack of discipline or doing things haphazardly. To the contrary, this business is characterized by following a very clear and defined path with very specific objectives outlined beforehand. There is the ability to make decisions on the spur of the moment, but without losing sight of the reference or goal that is very clear in the forefront.

It is well known that competition is tough and that the price is dictated by the demand of the public or society. To penetrate the complex interest, trends and preferences of the public, it is essential to develop a personal stamp and a very defined line in the industrial or commercial activities or services that are being offered. This is called efficiency, going directly to the point, or simply giving practical solutions to the problems and needs of the clients. A business opened or started during these dates is going to have all of these qualities. Passiveness or a tendency to conform will never exist, and indecision has no meaning in this business.

The force of this business lies in its capacity to struggle, which never should be understood as aggressiveness, but more as competitiveness. Wanting to be a leader by your own merits and standing out from others is no sin. To the contrary, the one who takes the initiative is the one who gains. In that way the clients observe that the personnel and managers of the business are trying their best to satisfy their needs, always procuring that it will be in the most rapid and direct way possible. Many

clients probably patronize this establishment because at others they find too many arrears, certain incompetence or lack of definition. On the other hand, in your company they find quick solutions and immediate service. Everyone gains when the relationship with clients is direct, exonerating, energetic, professional and very clear with respect to commitments. In this connection, it is very important that the client always understands the terms of the negotiation, that is to say, what to expect of the product or service as well as the company, including the quality, price, guarantee on parts or maintenance requirements, etc. If from the beginning the seller clearly outlines the characteristics, conditions, advantages and disadvantages of the product to the clients, mutual confidence is earned.

Simultaneously, the client always appreciates knowing that the person who is going to provide a product or service is honest, trustworthy and enthusiastic about the excellence and quality of things he/she is trying to market. Obviously, if the client observes a degree of insecurity in the seller, it is very probable that he will turn around and is gone. However, if the seller of the product in question is transmitting confidence, security and enthusiasm, there is a much better chance that a spark will emerge that will motivate the buyer to decide on the acquisition of the goods or service. The clients also appreciate fast service on items requested that are momentarily out of stock. Though it may seem strange, many times the seller may unconsciously generate problems or obstacles for himself or his client. This, however, will absolutely not occur in this business, since the owners as well as managers and the personnel have a very clear idea of what they want and how to communicate, therefore there is no dubiousness or greater complications. Your philosophy is to make everything easy so that the buyer can easily make up his mind.

Finally, one must mention as key factor of this business its ease at the time of assuming risks. That is to say, the mechanism of the entire business as formed by the owners, managers and personnel will not resent it when it becomes necessary to accelerate the pace of activity, even when attempting to initiate an expansion that involves a certain risk. To the contrary, the new goals, and putting them ahead of other objectives, turn out to be a stimulus for the group of people that participate in the project. Therefore, motivation is fundamental here. In other words, everyone on the payroll should be advanced in direct relationship to their contributions, for their effort in favor of the business and their ability to resolve the daily problems.