

Eight Keys to the Ultimately Prosperous Business

Class 6

Recording for Class 6 on May 14: attendthisevent.com/?eventID=37659540

Password: Prosper

Theme: Business Timing for Success

Tools:

1. Use your prosperity training to thrive during our economic transformation cycle.
2. Avoid important actions during Time-Outs.
3. Pay attention to Moon Phases when starting new projects.
4. Know the Final Result when you start new projects or sign contracts.
5. Use Green \$ or high growth / good financial days for promotions, donations, or having fun.
6. Plan to RE-do, re-work, research, rewrite, repair and catch up during Mercury retrograde.
7. Reconsider finances and relationships during Venus retrograde.
8. Do strategic planning for next 2 years during Mars retrograde.
9. The Good Timing Guide, the Today's Guide (free) or other astrology calendars.

Today's main points are:

How Does Astrology Work?

Until four years ago, astrology was considered to work due to the synchronicity of the Universe. The energies overhead occurred here on Earth at the same time. We now have new information about the science of astrology.

Our DNA strands are actually a loop with a tiny current running through them. This means our DNA has its own magnetic field. Our DNA is in constant contact with the Earth's magnetic field, which transmits information to it all the time. Overhead, the Sun is being patterned by the magnetic information from the planets. These magnetic patterns on the Sun are then transmitted to the Earth's magnetic field via the solar wind. Once those patterns reach the Earth's magnetic field, they're then transmitted to each of us via our DNA. So the astrological cycles way out in space, are transmitted via electromagnetics to our DNA.

Notes:

The Divine Plan of the Day

The Universe has a plan for every day, shown by each day's astrological cycles. Many years ago this was known as the Divine Plan of the Day. Even the church used astrology for this purpose and discouraged their members from using astrology for their personal needs. It was considered MUCH more important to be in harmony with the Divine Plan of the Day than to know your personal cycles. The largest astrological library in the world is in the Vatican and even the Pope's throne is carved with astrological symbols. So the church used astrology, but for understanding the Divine Plan of the Day, instead of personal cycles.

We tend to believe that all days are created equal, but they're not. Not all days are good for new starts, launching a web site, signing a contract, or making sales calls. Not all days are good for promotional mailings, hiring someone, taking a trip, or investing. The cycles overhead are constantly changing. We cannot have the Universal wind at our back if we don't work in harmony with its Divine Plan.

Although Europe threw out the Divine Plan when science made its debut, certain parts of the world never forgot it. Asian cultures continued to use all along it to their great benefit. It's been a fairly well kept secret among major business people. JP Morgan used it to become a billionaire back when millionaires were rare. He used it to make his investments. Walt Disney used it for introducing his new movies, opening his theme parks and signing all contracts. Now you can use it too for your business success.

Notes:

Economic Cycles

In 2000 we began a 20-year cycle of economic and social revolution. (shown by Jupiter and Saturn in Taurus square to Uranus in Aquarius). We get this same cycle again in 2020 and have a total of 40 years of economic revolution through 2040. The last time we had this cycle was during the US Civil War, in the 1860s. The last time we had this cycle occur twice in a row, as it's doing now, was between 1047 and 1087 AD.

During this economic revolution we're creating an entirely new type of economy over this 40-year period. Our past economy was based on agriculture, manufacturing, services, and financial products. That economy is changing to one based on knowledge, data, communications, transportation, relationships, partnerships, alliances, innovation and technology. The last time we changed our economy was in 1841. This new economy will last until 2160.

As part of the economic revolution we're undergoing, we've recently entered a 16 year period of economic transformation. This is shown by the cycle of Pluto in the sign of Capricorn, which only occurs once every 248 years. We're still in the economic breakdown phase, eliminating things which are unsustainable, so we can build a sustainable economy that will nurture ourselves and the Earth. This process is very similar to remodeling a house and tearing down some walls, putting in new wiring and plumbing. Things look pretty awful in the beginning, but over time they get a lot better.

We're also in a revolutionary period, when people are taking back their power and demanding their rights. This is due to the cycle of Uranus in Aries square to Pluto in Capricorn. We had a similar set of energies during the mid-1960s, when we had race riots, Vietnam war protests, women's liberation, the sexual revolution and the ecological, back to the Earth revolution. We've been watching these energies play out worldwide, with financial crises, protests and riots, plus revolutionary ideas and technologies coming to the forefront. Before Uranus square Pluto ends in March 2019, it's likely that there will be no more dictators anywhere in the world.

This cycle is peaking for the third of seven times on May 20th. It will peak once more this year on November 1st. Then it will peak twice in 2014 and once more in March 2015. Those are the most intense periods of change with this cycle. After March 2015, these energies will still be present for another 4 years, but they will start to dissipate in intensity.

MANY major changes are possible during this period, including major financial changes. We could even see disclosure regarding extraterrestrials and their technologies. We may find out who was really behind 9-11, and just about any form of corruption you can think of is likely to be revealed. These energies are one of the reasons why it's important to stick with your intuition and heart, when you're making your choices. Often you won't have time to do research, so turn inward instead for answers.

You can use your prosperity training to easily learn to thrive in this changing economy, by learning to direct your energy in positive ways, paying attention to your environment and using good timing.

Notes:

Time-Outs

In our culture we tend to believe we should go full speed ahead, everyday. But the Universe has a different idea. It thinks we need time to rest and gestate our ideas and it gives us cosmic Time-Out periods. From the Universe’s point of view, it’s neither possible, nor desirable to constantly be pushing forward. In nature, there are **no examples of constant activity without rest and renewal**. Many people find it a relief to understand this. Intuitively they know this, but our culture doesn’t seem to know this.

These gestation or renewal periods occur 3 times per week on average and they can last anywhere from a few minutes to over 2 days. On average they last 2-10 hours. Their meaning is that **nothing comes of it**. So if you try to start something new, make a decision, buy something, place an ad, do a mailing, close an important sale, **nothing is going to come of it**. During cosmic Time-Outs, you can’t score, because the ball isn’t in play. Often you don’t discover this though this until after you’ve wasted a lot of time and money.

About 20 years ago, the Wall Street Journal had an article about some research done on 1400 bankrupt businesses. Astrologers randomly selected these companies and reviewed all of their company charts to determine if they had a common cycle. The final result was that **100% of these companies were started during Time-Out periods and ALL of them went bankrupt**. Imagine what happens when you place an ad, hire

someone, send out a mailing, purchase an important item, launch a web site, introduce a new product, or sign a contract during one of these Time-Out periods. Unfortunately, NOTHING! (Time-Outs are also known as void Moons.) Nothing positive that is!

During these periods you are MISSING or MISUNDERSTANDING some critical piece of information. You may not even realize you're missing the information. But if you had that information or understood it clearly, you would make a different decision than the one you make during a Time-Out. Billions or trillions of dollars are wasted each year due to bad timing.

Time-Out periods are actually gestational periods. Trying to move forward during one of these periods is like trying to give birth to a premature baby.

Do these types of activities during Time-Outs:

Research or gather information.

Review things.

Catch up on your reading pile,

Fill out reports.

Brainstorm ideas

Finish up anything old.

Clean up your area, file things, get organized.

Send in your taxes (but be sure to get a return receipt)

Retreat, relax or meditate.

Get centered.

Just don't make important decisions, buy or do important things, sign contracts, start anything new, etc. When you buy something during these time periods, these items hang around in your closet and you rarely use or wear them. Or you find something is wrong with the item when you get it home.

To find out when the Time-Outs occur, you need an astrological calendar. The Good Timing Guide is color-coded and you don't need to know any astrology to understand it. There are other astrology calendars, but you need to be able to interpret astrological symbols in order to use them. Other calendars show void Moons (Time-Outs).

Notes:

Final Results for New Starts

Part of what the Divine Plan of the Day tells us is whether the final result for any new start will be positive and meet our expectations, or instead be challenging or disappointing. If we knew this piece of information in advance, we could easily decide to start our new projects on days with a good final result, so they would end well. In the Good Timing Guide, this information is shown by the color code of the top line. In other astrology calendars, you must be able to interpret the last aspect the Moon makes while it's in a given sign in order to know the final result. That can occur up to two days later.

In the Good Timing Guide, a green Final Result indicates a good final outcome. Yellow indicates a challenging outcome or that it doesn't meet expectations. Orange indicates that a deal doesn't come together or something falls out or doesn't happen. Red is a Time-Out when nothing will come of it.

Notes:

Moon Phases:

Moon phases are rarely noticed in our society, but they're very important. Whenever you start anything new, such as a new project, sign a contract, start a new job, etc, it's best to start between the NEW and FULL Moon. Whenever the Moon is increasing in light, the energies are increasing, and it's easier to get things started. Ideally you will also wait a day or two *after* the New Moon to start projects, so you can SEE the Moon is increasing in light. This doesn't mean that you can only do things for half the month.

There is a regular rhythm and cycle to the whole monthly process of which we need to be aware.

Between the New and Full Moon, we get the 1st Quarter Moon, which actually indicates a crisis in action. At these times we're often getting some type of challenge to assist one of our new projects over a major hurdle. This is not the time to give up, but the time to provide extra assistance so it can succeed.

The week between the Full Moon to 3rd or last quarter Moon is wonderful for distributing anything -- information, products or services, workshops, etc. Trade shows, workshops, conferences, training programs all benefit from being seen at the Full Moon or disseminating their information during the following week. This occurs every month, just after the actual Full Moon.

Once we hit the 3rd quarter (or last quarter) Moon phase, it's time to stop and rethink things. How can they be improved? What did we do right this last time around? What could we do better? The last quarter isn't ideal to start new things. This is because the support for starting something new isn't there yet, until shortly after the New Moon hits. Use this week to gestate your ideas, research options, and think things over. Get clear on your intention, and align your thoughts, emotions, and feelings for you're new start.

Notes:

High Growth or Good Financial Days

The Divine Plan of the Day also tells us when we have high-growth days, or days when people want to spend their money. In a business, customers are more likely to donate or spend their money on these days. (Of course you're more likely to spend or donate on these dates too.) In the Good Timing Guide, these show up as days with Green \$ or \$+, so they're easy to spot. In a regular astrology calendar, you're looking for days with positive aspects between the Sun or Moon to either Venus or Jupiter. Good financial

days also occur when we have positive aspects between Venus and Jupiter or either of them is in a positive aspect to Chiron, Uranus, or Pluto.

Notes:

Mercury Retrograde:

Mercury represents our communications, travel, cars and other transportation methods. It also represents our computers, faxes, printers, emails, telephones and other forms of electronic equipment.

When Mercury appears to be moving backwards from the Earth's point of view, we experience what is known as Mercury retrograde. Murphy's crew often seems to show up when you don't use this period appropriately.

The pitfalls of Mercury retrograde are numerous: delays, miscommunications, computers and other electronic equipment crashing, travel problems, cars breaking down, many changes in schedules, and printing problems. These periods occur three times per year, every 4 months, and last for 3 to 3½ weeks.

Why does Universe give us a cycle like this? The Universe designs these periods to slow us down, so we can catch up, fix our mistakes, **and learn something**. In our culture many believe that we shouldn't have to learn anything, and we should *never* make a mistake! The Universe doesn't believe that, so it's best to give up that belief.

Mercury retrogrades are the perfect time to fix things, reprint anything, redo or rework anything, replan or rewrite anything. They're also great times for catching up, research, looking back at the past, or correcting anything.

In order to be in harmony with this cycle, it's best to schedule only 50% of what you normally plan and be ready for the crises to fall into the rest of your schedule. Otherwise you will have to change your schedule as the crises appear and this makes it even harder to deal with everything. Ideally, you will use this period to catch up. If no crises appear, then you have time to do that.

This is not the time to start new projects or introduce new products, as everyone is in crisis mode and they are ignoring your direct mailings, your product introductions, etc. When a product or service is introduced during these periods, sales were normally 40% below forecasted sales. Often the software, literature or some other aspect of the product introduction needed to be reworked. It's better to wait until after this cycle is over and then introduce the product.

This cycle last occurred between February 23rd – March 17th of this year (2013), and it occurs next between June 26 – July 20, 2013. Later in the year, we have a third Mercury retrograde between October 21 – November 10, 2013. About 2.5 weeks before Mercury retrograde starts, we're in what I call Blue Communications. You cannot outrun Mercury retrograde once we reach this point. It's best to slow down and double check everything before sending it out. If you do this, you'll make far fewer mistakes and have fewer things you need to fix during the Mercury retrograde period. The next Blue Communications period begins on June 9th and lasts through June 25th.

Notes:

Venus Retrograde:

The planet of Venus represents love, money and our finances, our values, and our relationships in general. When Venus appears to move backwards from pour position here on Earth, it's retrograde. This 6-week cycle occurs once every 18-19 months. During this cycle, we rethink our values, relationships and finances. We're also rethinking our relationship to money and what we want this to be like. In business we're reconsidering any deals we're negotiating, our business partnerships, and the pricing of our products and services.

This is not the time to introduce new products or services, as customers usually don't value the products at the price the company wants to charge. Usually when new products have been introduced during Venus retrograde, the sales are at least 40% lower than expected. The Facebook IPO was offered during Venus retrograde and it's a very good example of how investors have reconsidered the value of that stock.

It's also a tough time to start a new company, as the company may not have sufficient funding. But it can be an appropriate time to start a company with difficult physical surroundings, such as a pulp mill, steel mill etc.

During these periods it's best to avoid initiating legal actions. It's better to settle, arbitrate, mediate, or do research than to go to court. However, it can be a good time to go back to court for redoing a settlement or an appeal.

Separations and divorces occur more often during these periods. In business it's common to see business partnerships or deals fall apart or get renegotiated during these periods.

What you're supposed to be doing during these periods is refinance any debts you have to lower cost loans. Rework your budgets and come up with ways to get out of debt. Renegotiate contracts that aren't working out, or cancel them altogether. Reconsider negotiations for any financial deals you're working on. Rethink all relationships of any sort that aren't working well. Re-cost and re-price your products and services, but wait until the period is over to announce the new prices.

Of major importance is to reconsider your VALUES, be they company or personal values. Notice that when Venus is retrograde, investors tend to rethink the value of their investments and often this means the stock market heads down.

We last had Venus retrograde between May 15 through June 27, 2012. This cycle will occur next between December 21, 2013 and January 31, 2014.

Notes:

Mars Retrograde

Mars represents our physical energy, our motivations, our goals, and how we go about reaching them. In business, Mars represents how we compete. When Mars appears to

move backwards from our perspective, or retrograde, we reconsider all these areas of our life and/or our company.

This cycle occurs for about 10 - 12 weeks, roughly every 27 months. This cycle, Mars retrograde, tends to decrease business activity. That's because the purpose of this cycle is to reconsider the motivations of our actions and rethink the company's strategies and goals for the next two years. It's hard to do that when business is booming, so generally things slow down a bit.

Although this cycle often seems very inconvenient, used appropriately it can save companies from throwing a lot of money at bad ideas. Often it coincides with periods when companies are about to make major mistakes in their directions, activities, or new products. Very large disputes can occur between those who want to maintain the status quo momentum and those who see the need to adjust the course to changing circumstances.

This is not a time for new beginnings, since all actions, goals, strategies and motivations are up for reconsideration. Consequently new products and services are not well received. Actual sales for new products introduced can be as low as 15% of the forecast (i.e. 85% lower than forecasted), especially if it coincides with Mercury retrograde.

What's really going on is that products or services introduced during this time have one or more of the following issues:

- 1) The product or service isn't ready for the market or vice versa
- 2) The product or service wasn't defined correctly for the market.
- 3) Mechanical or quality problems exist with the product.
- 4) The promotion isn't adequate to create enough desire and expected sales.

Test marketing and fixing these problems during Mars retrograde, prior to introduction can make the difference between success and failure.

Stock prices of companies can go down during this cycle, especially if a company continues to pursue inappropriate directions or activities. Momentum is not viewed as a "good excuse" by the Universe for continuing down a wrong course! The consequences can be serious and can include bankruptcy. If you continue down a wrong course, the Universe will stop you somehow.

On the personal side, Mars retrograde is about getting clear on your true motivations, what makes you want to jump out of bed? What gets your juices flowing? Are you doing those things enough in your daily life or do you need to make some changes to what you've been doing, so you're more excited about your daily life? Mars retrograde asks you to reconsider where you're going and how you want to get there over the next two years. It's the perfect time to do strategic planning for your business and for YOU personally.

This two year cycle last occurred between January 23 – April 13, 2012. It will occur next between March 1, 2014 and May 19, 2014.

Notes:

Partner with the Universe!

When we partner with the Universe, it's our responsibility to fit into the Divine Plan of the day and work in harmony with it. However, we have to always know that we are at choice. We can create anything. Just realize that it will come to you in perfect timing and this is going to be related to Divine timing in some way. Everything is in Divine Order. This is always true whether we're aware of it or not.

Notes:

TOOLS:

1. **The Good Timing Guide, or the Today's Guide (free at www.polarisbusinessguides.com)** provide you with all the cycles in color

codes, in an easy-to-understand format. Or if you are skilled at astrology, use any astrological calendar.

2. Use your prosperity training to thrive during our economic transformation cycle by working in trust with the Universe.
3. Avoid taking important actions or making important decisions during Time-Outs. Nothing will come of them.
4. Pay attention to Moon Phases. When starting new projects, start between the New and Full Moon.
5. Know the Final Result when you start new projects, sign contracts, hire, or advertise or take other important actions.
6. Use Green \$ or high growth / good financial days for promotions, to request donations, or have fun.
7. Plan to RE-do, re-work, research, rewrite, repair and catch up during Mercury retrograde.
8. Reconsider finances and relationships during Venus retrograde. Make appropriate changes.
9. Do strategic planning for next 2 years during Mars retrograde. Check in to determine what motivates YOU to get up everyday.

To learn more ... Polaris sells CDs of How to Use The Good Timing Guide.

I also provide custom timings for very important matters, such as starting a new company, launching a web site, or signing important contracts. This is important, because even the best days in the Guide can have times that are challenging financially during the day. So a time for something very important is recommended. I also write The Good Timing Newsletters, which are quarterly newsletters with email updates. These are available throughout the year and will give you good information on what our cycles are and how to best work with them. They cover economic and business trends as well, and what to expect.

End of Class Quote:

For everything there is a season,
And a time for every matter under heaven:
A time to be born, and a time to die;

A time to plant, and a time to pluck up what is planted;
A time to kill, and a time to heal;
A time to break down, and a time to build up;
A time to weep, and a time to laugh;
A time to mourn, and a time to dance;
A time to throw away stones, And a time to gather stones together;
A time to embrace, And a time to refrain from embracing;
A time to seek, and a time to lose;
A time to keep, and a time to throw away;
A time to tear, and a time to sew;
A time to keep silence, and a time to speak;
A time to love, and a time to hate,
A time for war, and a time for peace.
- Bible - Ecclesiastes 3: 1-8

Book Recommendations:

- 1) **The Complete Idiots Guide to Astrology** by Madeline Gerwick and Lisa Lenard.
- 2) **The Inner Sky** by Steven Forrest
- 3) **The Changing Sky** by Steven Forrest
- 4) **The Shamanic Astrology Handbook**, by Daniel Giamario