

Business Forecast for

Tony Blair

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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=15GE12 Moon= 4AR50 Merc=29GE45 Ven= 0TA37 Mars=24GE40
Jup= 6GE27 Sat=20LI48 Ura=16CN43 Nep=21LI18 Plu=21LE04
Asc= 7CN24 MC=26AQ22

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

10 Feb 2006 11 AM(8 Feb 2006 to 12 Feb 2006) Mars Sqr MC

MARS SQUARE MC

INTENSITY: 3

A business started during these dates is characterized above all by impulse, initiative and excessive risk. There is a notable capacity for obstacle careers, that is to say, to confront problems and difficulties immediately, without ever doubting your own ability. You have confidence in the possibilities of your business and, generally, never become discouraged or inhibited. Your goals or objectives are very clear and, although some blunders or mistakes are made, your effort and inner energy causes you to continue in spite of certain stumbling blocks.

This business needs to learn to keep its risks in check, because if it relies too much on the ability to make spontaneous decisions, it is quite possible that an overburden or certain tension is produced in the dynamics of the business, as well as the persons that are part of it: owners, executives and underlings. It is necessary to avoid this, to stay within your limits or in a delicate balance. It would be advisable to reflect on your decisions so that the successive transactions are not done blindly. When a specific plan is itemized and calculated beforehand, the opportunities for success increase, not only concerning better results, but also with respect to squandering less energy.

If you don't follow this advice continuously, it is quite probable that in time certain difficulties are prolonged or

enlarged. Because of this, you must always keep your cool and above all practice common sense. Even if at given times your activities will be frantic, it is essential to appraise the performance of your establishment so that carrying out your business can be moderated, balanced and firm. To the contrary, if you act too cloddish and foolish, it is very possible that your plans will not go as you thought. For example, the competition could be greater than you had anticipated, or the market toward which you wanted to direct your business will be much more difficult to penetrate than you had expected, or the time it took to obtain your objectives previously will be more delayed than you had anticipated. If you always go to the limit and some unforeseen element emerges that delays things, then the business can really turn bad, since in your performance plan you had not taken into account the factors called imponderable.

This business has the great advantage of having assurance and confidence in its possibilities, as well as the motivation and enthusiasm that exists in the original idea on the part of the owners and managers. The motivation and self-confidence must be shared. It is very important that a good labor rapport exists and everyone is allowed to participate in the decisions, since that is the only way that everyone understands their duty perfectly. Because of this, it is crucial that the owners or directors keep a cool head, because if you begin to lose your patience or act tense or sharply, it could cause resentment throughout your business. That is to say, those disharmonious energies will also affect your personnel. If one must face a difficult situation or if one must achieve an added effort, it is developing respect in an environment, including companionship. In that way, the people it has bearing on will be integrated parts of the whole, will feel important and notice that their efforts are being sufficiently valued. In this respect it is very important that the owners or the persons making decisions, at times of certain urgency or difficulty, outline things very well before submitting them to subordinates. It is necessary to be realistic about things and, logically, to offer a motivation in the form of incentives, especially in case an extra effort has to be made.

For the business to be successful it is important to achieve and maintain prestige based on giving practical solutions, and rapid and efficient attention to the problems and needs of the clients. This requires a direct and exonerating relationship between the sales person and client. Furthermore, the training of all staff of the business should be up-to-date, having the latest information and being able to answer any question. The key is competitiveness. Although the company may not be the absolute leader in its region, it clearly needs to underline one, two or three concrete aspects that will serve as a frame of reference for the clientele. Thus, for example, you could project the rapid completion of the work, fast delivery of the product, efficiency in maintenance or technical service, or a good previous study about the needs of the clients, for then you are able to satisfy them completely. On the other hand, an exemplary relationship between sales person and client implies that the expectations of the buyer will be realistic and at no time exaggerated. It is necessary to provide sufficient information to the client beforehand, so that he knows as much as possible at the decision of purchase.

Finally, it is necessary to promote good relationships, companionship and respect in the relationships, not only between the sales person and the client, but also among everyone that works in the company. Because of this, it is recommended that social or cultural events are organized, or seminars, including leisure activities. In that way friendship, confidence and companionship is promoted and possible tense situations in work relationships are softened. Furthermore, these can be releases for them in the daily activities of the company.

15 Feb 2006 5 AM(14 Feb 2006 to 16 Feb 2006) Sun Conj MC

SUN CONJUNCT MC

INTENSITY: 2

The Sun is the center of the solar system and its radiation expands toward the rest of the planets, bringing other planetary aspects into focus. It could be said that business may not be for everyone. If the owners of a business have sufficient skillfulness and know how to use opportunities, it is quite probable that the activity generates results. In other words, it is very possible that your commercial or professional activity may bring other subsequent initiatives, something descending from your current business. This solar radiation is fundamentally creative. The vitality and force of your professional activity will depend mostly on the genuine contribution on the part of the leaders of your business. That is to say, you can't allow yourself to fall into routine, because this certainly would be a symptom of decline of the activity. It shows lack of conviction on the part of the owners as well as the personnel, instead of transmitting assurance and self-confidence, and not only a competitive spirit, but also continuous search for better quality in the line of your business, since this is not a large business, neither of things nor inexpensive services that you take little pains with. It is meant to reach excellence in dealing with your

clients, the quality of the materials, products or services that are lent; and, as a rule, a wide sense of your vocation, that is to say, to do things because you like to do them, because you are convinced and not because of obligation or routine.

If you follow along those lines, public recognition certainly will follow; that is what results in reputation and prestige of the business. To achieve it, a dose of sincerity is necessary, sincerity among the associates, sincerity among personnel and sincerity with your own reality that surrounds you. Certainly, a business opened during these dates will have the virtue of seeing the face of reality, which will bring advantages to draw things to the maximum, since you will not ever be evading any difficulties. On the contrary, any experience that in principle could be considered as negative, such as a decrease in sales, will be immediately analyzed and experimented with and noted that something is not done correctly. Thus, an attitude of defeat will never exist.

Individual energy indeed motivates this business, where enthusiasm, conviction and the spirit of enterprise of your supervision and personnel will be essential keys for the achievement of success. If the activity of this business is taken with a spirit of sportsmanship in the widest sense of the word, then important qualities like the will, effort, humility and competitiveness will come to the surface.

Thanks to the activity of this business very good social relationships will emerge that can increase your perspectives and become a key to open doors that you would not be able to glimpse until later. For example, the contact with important persons, a conversation with persons who are very creative and provide valuable advice; the appearance of contracts, sales or relationships to people in government or the town hall, as well as progressively building a loyal and select clientele. This doesn't mean to have an exclusive client circle, but to offer something that is good in order to attract what is good, and to refrain from fraud and trickery.

Respect is another element for the right operation of your business. In fact it will be one of the fundamental characteristics of it: mutual respect among the personnel, with the client, in directing or managing your staff. Dignity, exoneration and openness promotes high human relationships and causes the public to focus especially on your business, and the clients will be motivated to be loyal to you. The clientele will know that in your company they will find serious, professional and warm dealings, and at the same time some impartial and objective advice with the knowledge that everything agreed upon will be fulfilled. In other words, the fundamental golden rule is going to be that "your word is as good as your signature".

In sales, one of the greater resistances on the part of the consumer at the time of buying is distrust, and one of the greater factors that causes the client to break with your establishment is the feeling of being defrauded. To obtain a subtle balance, sincerity and formality is necessary; clearly explaining the advantages and disadvantages of each one of the products and services that are offered. Neither is it good to excessively increase the expectations of the client, nor to give a sense of inadequacy or lack of conviction about the qualities of the product other than what you want to sell. An open and realistic position protects you from possible claims or complaints from your clients.

If you are the owner or one of the owners of a business opened during these dates, you don't have to be afraid of exercising your authority, but should avoid a conceited attitude, being arrogant and bragging. Consider yourself worthy, but not arrogant, sure of yourself, but not boasting, and have trust in your circumstances, but don't be excessively pretentious in your position. If you become aware of your abilities as manager or director, you will see that the creativity and energy existing in your business will be remunerated. See the commercial activity, enterprise or business as an energy exchange with the environment and also as an excellent opportunity to perfect itself, to express your creative abilities, and to develop aspects of your personality that up until now were in the state of potential. With this philosophy you will observe that the control, success and expansion of a business are bound to the right and conscious managing of your own energies. In other words, a balanced position results in balance, polite authority obtains maximum results, and plans in accordance with reality generate successful and auspicious circumstances. Express the best of yourself and you will prove that life at no time is going to fail you. In other words, any creative and industrious energy will always bring the same in return.

19 Feb 2006 (14 Jan 2006 to 19 June 2006) Plu Sxtil MC

PLUTO SEXTILE MC

INTENSITY: 8

To open a business or begin a professional activity during these dates is an excellent opportunity that is rarely

repeated throughout life. It is above all the ideal time to begin something that had been in gestation or maturing during the last months or years. It is a plan that you have been considering, deliberating, reflecting and investigating. Now is the time to make it happen and "to put your hands on the tiller". Without a doubt, this harmonious astrological aspect will help you to discover your niche for material and personal accomplishments that had been rejected or hidden until now. But now you are becoming aware of the many possibilities available for that business, project or idea. We frequently have the truth right in front of our eyes, but for many years are seeking something that theoretically has been within reach right along. However, to make it happen is not so simple and requires a period of experimentation, trials and errors, including more or less important stumbles. That is what brings maturity and the ability to concentrate on your strengths, finally penetrating a kind of veil that had been darkening or covering your true personal vocation.

This is a very auspicious time to develop or discover the true vocation given to each one of us, which is going to be above all a vocation put into practice. That is to say, it is not meant to complete new studies or to start a second career, but above all, to put things into practice, which certainly is more difficult in life. Frequently, the education we received is focused on the theoretical side, but then we discover that the world of reality is much more complex and that very special personal qualities are needed to be successful.

Briefly, this is a time when you will find that the beginning of your enterprise may not be spectacular, but time, years and your will are going to provide real valuable discoveries in the material world. What is the key or the secret why this is produced now and didn't happen before? Basically, you may not be aware that you now have a much more balanced position when planning and materializing your idea or business. You have the ability to establish a balance between all parts that compose a business (capital investment, creativity, opportunity, ability to put an idea into practice, collaboration, etc.), which causes the project itself to be much more potent and assures greater possibilities for success. Furthermore, you now can achieve what is psychologically called "integrating with the environment". You know the worth of opening an establishment of quality, otherwise people won't tune into it, since a business clearly is begun so it can penetrate the public and awaken interest in many people, that is to say, in future clients, who will indeed be the soul of the business.

In this sense you realized an important factor that is attractive for people, and you are able to penetrate the psychology of the public at the right time and place. That is what could be called an "integral approach" of the company in commercial psychology or marketing, in which things are done in two functional trends they have to meet: on one hand, it is intended that the business will be of satisfaction and enjoyment of the owners, that is to say, that they identify with the activity; and on the other hand, the business is adapted to the needs and gratifications of the public. When these two force lines are coincided, we find ourselves with a balanced and well outlined business.

With all the above mentioned help you now have a very strong will and the ability to concentrate on what is essential, leaving aside the problems of superficial character or notions. Furthermore, this ability to concentrate gives you an evolutionary approach to life and, of course, the professional world and business. What does an evolutionary approach mean? Fundamentally, it is a respectful investigation of reality. That is to say, if a test or difficulty emerges, it will not be taken as bad luck or cruel fate that is punishing you, but unaffectedly, as a message that reality transmits to you so that you may learn something important and carry out timely modifications. This active and positive attitude before the tests and difficulties provides a huge competitive advantage with respect to others, since it will give you great ability to adjust and to adapt to the reality of the moment, which in the end will provide more clients and more economical income. Adapting to reality doesn't mean that your personal creativity cannot be expressed, but exactly the opposite. It basically means that you should express your creative abilities in the world of facts, and not only have them dancing around in your mind. Because of this, if you don't keep tuned into reality, you could become estranged from the subject of creativity, which generates frustration in you. However, if the creative person learns to analyze reality, little by little you will accomplish planting the seeds of your creativity, and these will fructify.

Another important element is self-control, which in the end always produces a greater control over the circumstances. Any business activity produces certain moments of tension in which it is fundamental to take the reins in your hands. This is especially important when a business is started and a series of competitors have to be faced, or an interest is created in the field they had been active in for a long time. Because of this, it is necessary to observe and to be quiet when necessary, to be honest and not to trust anybody that previously may not have demonstrated to be worthy. In this way, you can achieve an open road in a competitive society, which always is difficult when beginning a new activity. You now possess strong motivation, good ability to struggle and zeal for investigation, all of which cause that possible difficulties will be surpassed in a progressive way.

7 Apr 2006 5 PM(5 Apr 2006 to 9 Apr 2006) Mars Trine MC

MARS TRINE MC

INTENSITY: 3

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.

7 May 2006 (14 Jan 2006 to 19 June 2006) Plu Sxtil MC

This astrological influence (Plu Sxtil MC) also occurred on 19 Feb 2006 (peak date). Please refer to this date.

