



ASTROTWINS

# astro AUDIT



FOR THE CHART OF

*Brookelynn Espegard*

*Aries*

## meet brookelynn

Brookelynn is the Aries creator of BooBoos Nursing Bras: Leakproof bras for empowered mamas.

## where she's stuck

"I am finding it difficult to gain followers and get them to the website. The product is due to launch in May of this year and I feel almost frozen in place, unsure of how to proceed with the marketing, whether to run ads or if there's something else I should do so that it is ready to go on launch day."

[www.booboosbras.com](http://www.booboosbras.com) @booboosbras

**astro  
AUDIT**

*Brookelynn*



©Copyright 2019 Mediarology, Inc. All rights reserved.

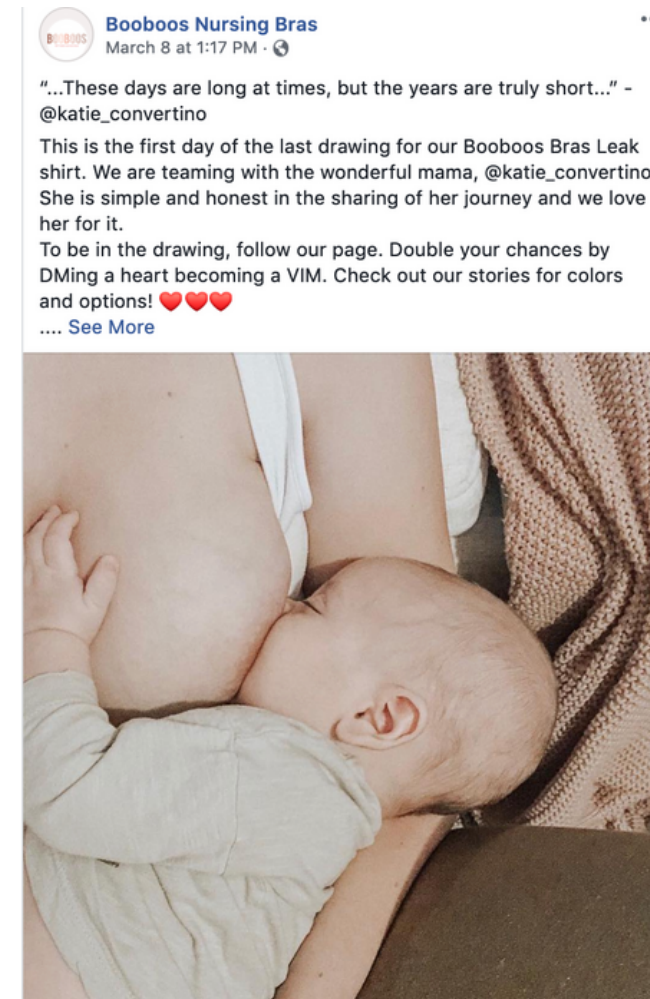


ASTROTWINS



# current progress

- a pro-looking logo
- a tagline ("best damn nursing bras")
- an Instagram feed curated with images of proud nursing moms and edgy memes all in her brand color palette
- a Facebook business page using smart tools (signup, pop-up customer service chat window)
- a shop page with T-shirts ("leak Ts")
- a starter website



Brookelynn

©Copyright 2019 Mediarology, Inc. All rights reserved.



ASTROTWINS

# brookelynn's chart

Sun: Aries (2nd house)

Moon: Aquarius

Rising: Aquarius

North Node: Aquarius (1st house)

Aquarius stellium (moon, Mars, rising, Venus)

Capricorn stellium (Uranus, Neptune, Saturn)

2 planets in 11th house

3 planets in 12th house

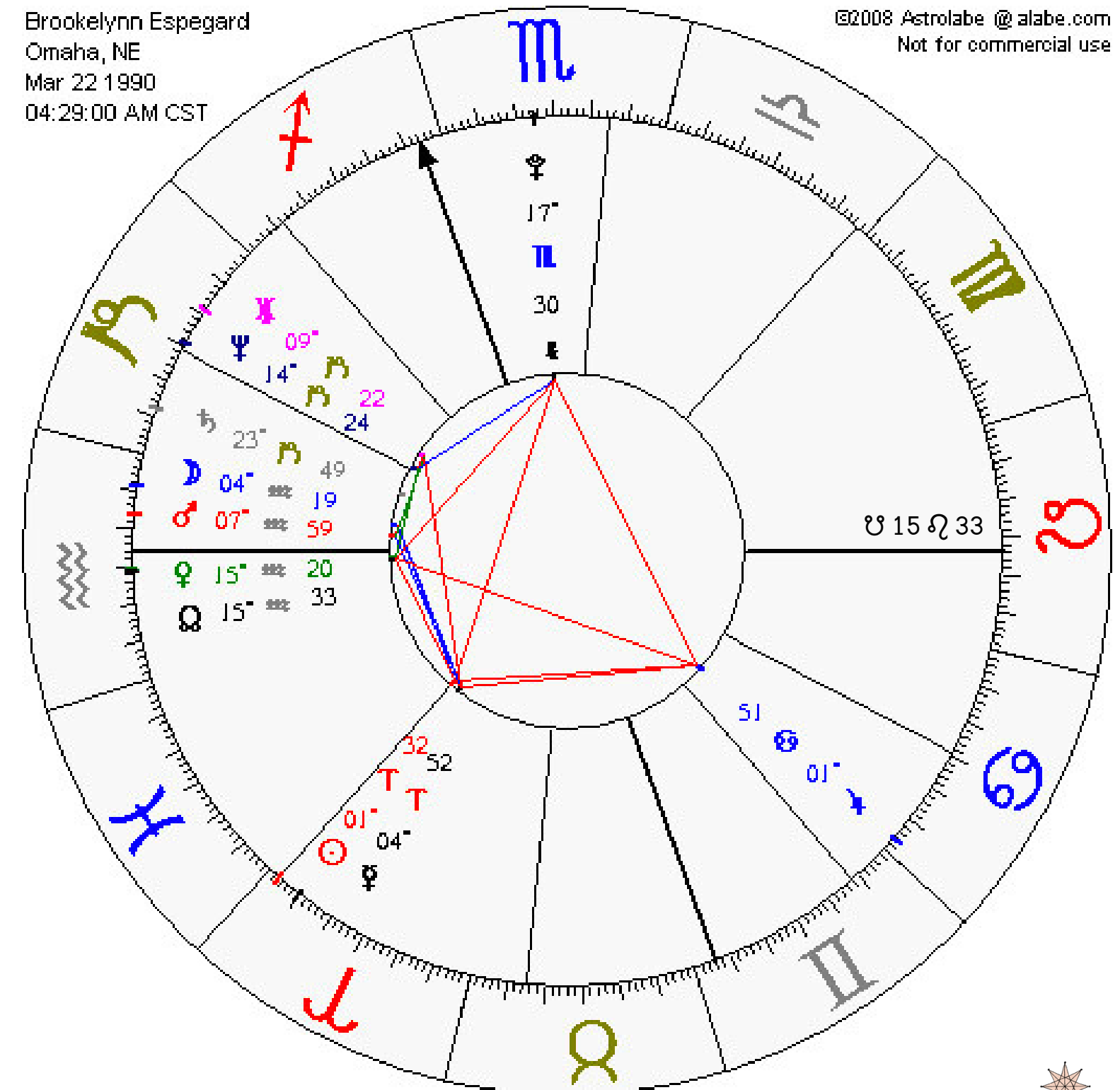
2 placements in 1st house

Jupiter in Cancer 5

Currently in Saturn return

Brookelynn Espegard  
Omaha, NE  
Mar 22 1990  
04:29:00 AM CST

©2008 Astrolabe @alabe.com  
Not for commercial use



**astro  
AUDIT**

*Brookelynn*



©Copyright 2019 Mediarology, Inc. All rights reserved.

ASTROTWINS



# chart observations

Abundance of air (6)  
All air planets in Aquarius  
Abundance of fixed (8)  
Heavy cardinal (5)  
  
No mutable signs!  
Low fire  
Low water

	FIRE ♂☿♂	EARTH ♂♁♂	AIR ♂♂♂	WATER ♂♂♂	cardinal ♂♂♂♂	fixed ♂♂♂♂	mutable ♂♂♂♂
Sun	X				X		
Moon			X			X	
Mercury			X			X	
Venus			X			X	
Mars			X			X	
Jupiter				X	X		
Saturn		X			X		
Uranus		X			X		
Neptune		X			X		
Pluto				X		X	
North Node			X			X	
South Node	X					X	
Rising/ Ascendant			X			X	



Brookelynn

# current branding approach

- Subversive, funny, edgy, stylish, laid back, can laugh at yourself and life
- "Leakproof bras for empowered mamas"
- Curated feed shows that Brookelynn has a great design eye
- Sisterhood of modern, inclusive and supportive nursing moms
- NOT moms who ditch their style completely after having kids
- Also not "yummy mummy" types that are pushing strollers in 6-inch heels
- Uses words like "confident" and "empowered" — is that the language of your ideal customer? Find out!



Brookelynn

©Copyright 2019 Mediarology, Inc. All rights reserved.



ASTROTWINS



# marketing strategy in progress

Brookelynn already has her offering (nursing bras), but who should she target—and how? The Ideal Customer Avatar (ICA) and interviews from B-School Module 1 will give essential direction.

## SOME CUES + CLUES

- Brookelynn is a yoga teacher — should she target the wellness market or fitness-loving moms who dress in a certain style?
- Brookelynn is a young mom of 2; her pain point was being unable to find a nursing bra that didn't leak through layers of clothing (cites an incident in yoga class — which tells us she is a fit mom)
- "Coasters" — a funny word to describe nursing bra inserts. How does your product differ? Can you show a compare and contrast?



*I told  
my two year old that  
the baked eggplant was  
crackers... she ate it  
all and asked for more*

@booboosbras



Brookelynn



ASTROTWINS

©Copyright 2019 Mediarology, Inc. All rights reserved.

# heavy air + aquarian influence

- Strong in technology: has social media in place
- Strong in communication (e.g., popup customer service chat window on Facebook page)
- Rebellious, subversive tone — swears, tells stories of the unglam behind-the-scenes moments of motherhood (too much? need to survey ICA to find out if tone is correct)
- Communal (already has ambassadors before product launched!)
- Inclusive & bohemian (Instagram feed has lots of boho-chic, body-loving nursing moms) - has a clear mission of empowerment, Aquarian social justice vibe
- Can be scattered (her feeling of overwhelm)



*This is great. Just make sure you have someone to monitor it!*



Brookelynn



ASTROTWINS

©Copyright 2019 Mediarology, Inc. All rights reserved.



# heavy fixed sign influence

- Brookelynn has 8 (!! ) fixed signs in her chart
- Fixed signs do best by establishing themselves as the authority on ONE thing. Needs to have one "signature" product (is it the T-shirt or the bra?). Anything else is a spinoff/extension.
- Fixed signs are the "Oprahs" of the modalities. Supporting, spotlighting, signal-boosting and celebrating the everyday moms as she-roes may be a superpower for Brookelynn — especially as an Aries woman!
- "Best damn nursing bras" is a VERY fixed claim! Now back that up by showing WHY and HOW you are that. Fixed signs must walk their talk!
- Focus more on the product: there are no images of it, only showing problem (leaking boobs) and nursing women wearing something besides your bra. GIVE US BRAS!
- Avoid giving medical/health advice and positioning yourself as the authority on anything except your product. Interview experts, publish studies or just skip all of that and focus on your product only

*To the man  
who yelled from his  
bike, "You're a great  
mom," Thank you.  
Thank you. Thank you.*  
@booboosbras

*Me: Hey, I'm going to run to the  
store. Can you stay with the kids?*

*Husband: Yes, but if I do this -*

*Me: ...This? As in parent?*  
-real Booboos mama  
@booboosbras



Brookelynn

# strong cardinal signs

Goal: Establish yourself as a tastemaker

- Polish up YOUR image to match the aspirational quality of other moms in your social media feed
- Invest in a ring light, plug-in microphone and set up a small area to film — no messy bedroom in background!
- Invest in a professional photoshoot (doesn't have to be expensive!). After you add those, the authentic
- Take some of the TMI out of your bio. Leave enough to make you authentic and relatable, but too many graphic details. It's funny when you say things like "nip slip" because it keeps you real. You can get back to the unpolished once you've added enough Pinterest-worthy polish — then people want to see the real you. But first, show them you've got that cardinal style and taste!



Brookelynn

*some pics of YOU  
like this!*



## About



Hi! I'm Brookelynn, mother of two under two (not for much longer) with an ornery corgi to boot. As a writer and yoga teacher, I can tell you that I had zero online business experience and zero expectation of ever creating a product or brand, but right after I had my second baby, I was crying on the toilet and realized that EVERY HOLE WAS LEAKING! (TMI? Have a kid) Well, since I was a hot mess emotionally and there wasn't much to be done about "down there," the one that seemed the most accessible to clean up was the boobs.

I had this instagrammable vision of motherhood. Waking up before my babies to meditate, write, throw in a load of laundry, only to spend the rest of my days gardening, baking, and playing tag in the branches of willow trees.

Record Scratch!

©Copyright 2019 Mediarology, Inc. All rights reserved.



ASTROTWINS



# low mutable, low fire

Mutables are strong interactive — low mutable charts need to make the brand more of a two-way conversation. Bring in testimonials, contests, quizzes, merch.

Work on confidence (low fire score) and getting comfortable showing more of yourself (maybe your family and kids a little too?)

Ease up on self-deprecating humor. Some of it is hilarious, but too much takes away from how much value you truly have to offer.

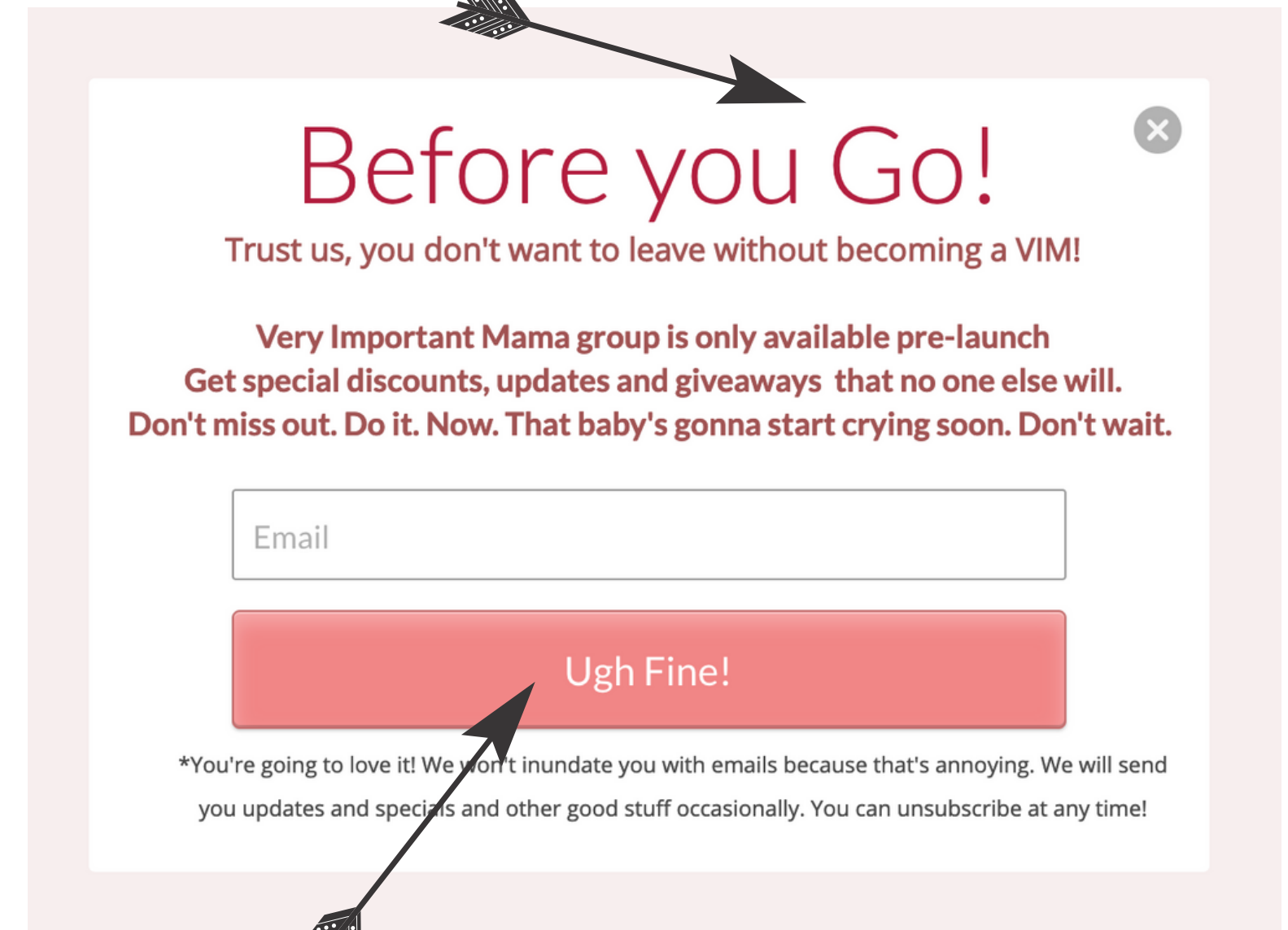
Practice on camera instead of going live and off the cuff for now — have a script and stick to it, then post your video.

Make sure any videos are serving the customer. What "pain point" are you addressing? Heavy air with low fire can make you come across as scattered unless you have a strong mission/focus.

Consider making split-screen interviews using Zoom or BeLive that are informative — nursing hacks from mom ambassadors, for example — fun and special little things to reinforce your core product (the bra)



*pop this up sooner and make it about your ICA's pain point, not an afterthought*



*change this to something like "OMG, yes please!"*



# north + south nodes

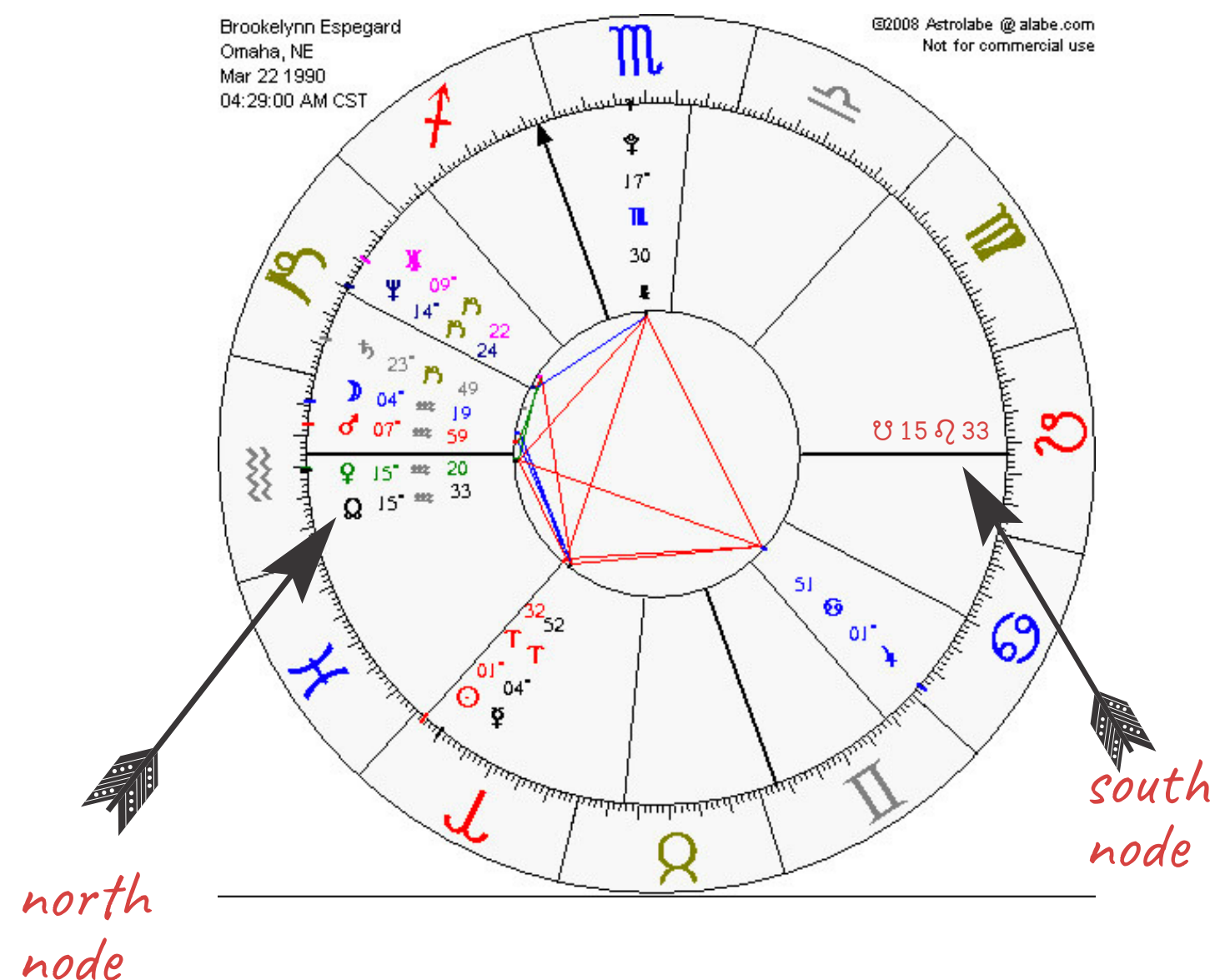
Brooklyn's south node (past life sign) is in Leo and the 7th house:

She has Leo star quality but because the 7th house rules partnership, may feel more comfortable working from behind the scenes with her witty writing and memes — using images of her ambassadors and glamorous moms from other feeds to represent her brand image. Interviewing people, teaming up and hiring coaches to help her feel confident on camera will give Brookelynn the confidence to be more visible.

Brooklyn's north node (destiny sign) is in Aquarius and the 1st house

The first house rules visibility, the self, assertiveness. It's the house associated with Aries, which is Brookelynn's Sun sign. But she is a reluctant star, preferring to "lead with her message" (Aquarius). She wants to empower women and change society with her product, giving women permission to be authentic. Aquarius rules technology—getting comfortable with selfies, lives, video will take practice.

OVERALL: Balancing between the self (1st house and Leo) and others (7th house and Aquarius) is a strong theme in this lifetime. Brookelynn needs to find the right ratio of "me" and "we" in her branding. Working with coaches, surveying customers, user testing is important. She also needs to turn her customers into her word-of-mouth marketers with testimonials. When she shares their stories, it should be in service of HER mission and brand too. Work on not apologizing or worrying that you'll seem selfish/bothering people if you get something out of it too!



©Copyright 2019 Mediarology, Inc. All rights reserved.

ASTROTWINS



# go, brookelynn, go!



♥  
*Olivia & Cali*

**astro  
AUDIT**

©Copyright 2019 Mediarology, Inc. All rights reserved.



ASTROTWINS