



ASTROTWINS

astro AUDIT



FOR THE CHART OF

Louise Harding
Scorpio

meet louise

Louise and her husband CB Harding are the owners of Hollywood Hot artisan hot sauce. Veterans of the L.A. film industry, the Hardings own a Tabasco chili farm outside Los Angeles. What began as a hobby growing chilis in their backyard grew to a community plot, then their own farm in Oxnard.

where she's stuck

"To be honest — financing! We need capital."





SHOP

WEAR

RECIPES

ABOUT

 1

Get Hollywood Hot!

SHOP NOW

www.hollywoodhot.co

astro
AUDIT

©Copyright 2019 Mediarology, Inc. All rights reserved.



ASTROTWINS



hollywoodhotco

Follow

...

127 posts

388 followers

826 following

Hollywood Hot

🔥 Your new favorite Hot Sauce! Premium Artisan Hot Sauce to The Stars ★ Hollywood Hot Sauce & Hollywood Hot Toasted Chili Shake.

www.hollywoodhot.co 🌶️

hollywoodhot.co

📷 POSTS

🏷️ TAGGED



Instagram: @hollywoodhotco

astro
AUDIT

©Copyright 2019 Mediarology, Inc. All rights reserved.



louise's chart

Sun: Scorpio (3rd house)

Moon: Virgo

Rising: Leo

North Node: Sagittarius (5th house)

"Hollywood imprint":

Stellium in Leo 1st house (spotlight)

North node in Leo-ruled 5th house (showbiz)

Multi-passionate, tendency to scatter:

Stellium of 4 planets in 3rd house (ideas)

South node in Gemini (ruler of 3rd house)

Louise Harding
Hobart, AUSTL
Nov 10 1955
12:30:00 AM AEST

©2008 Astrolabe @alabe.com
Not for commercial use

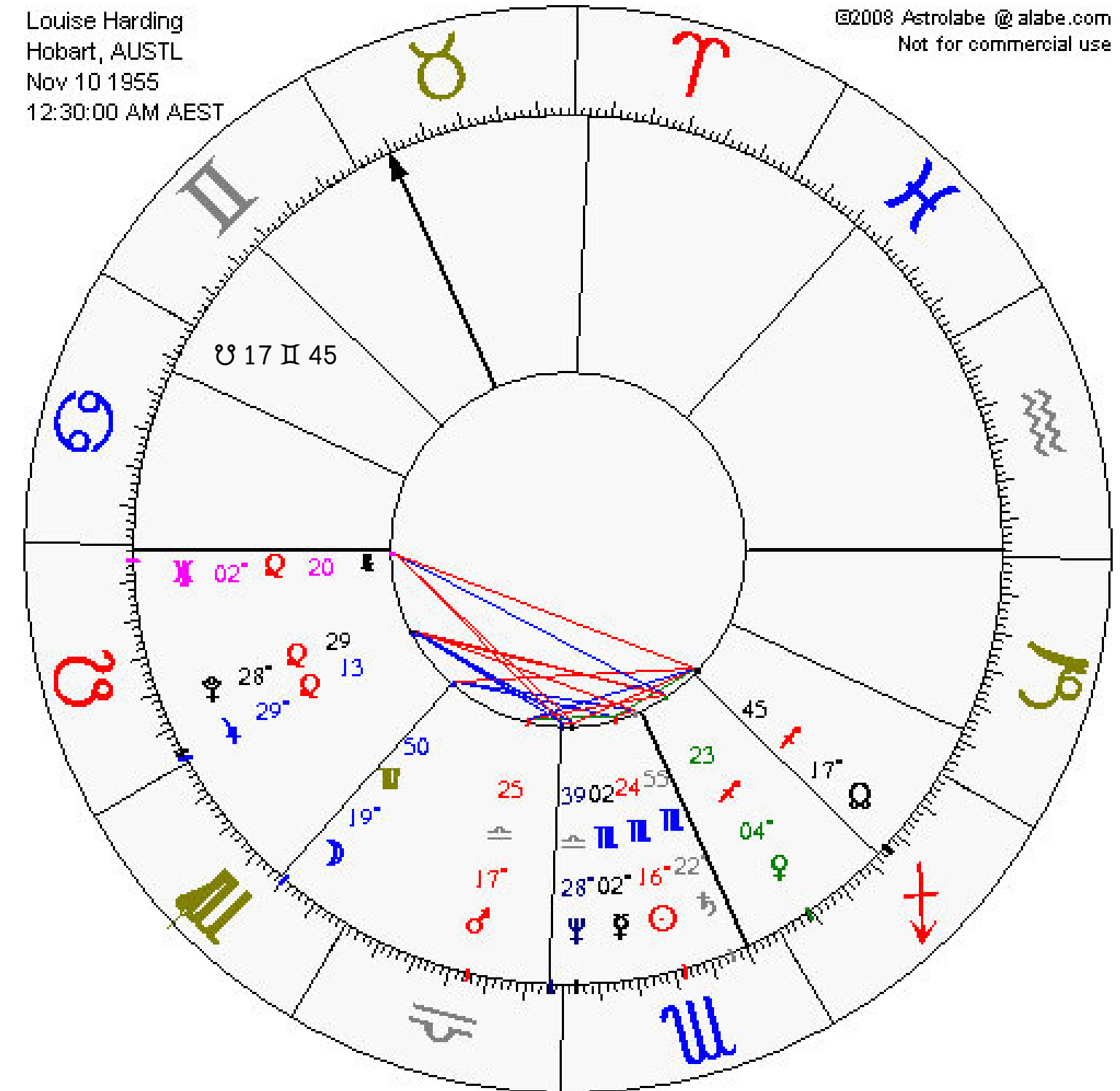


chart observations

- Predominantly fire (hello...hot sauce?)
- Lacking earth
- Predominantly fixed
- Low cardinal

	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	



mostly fixed = the authorities on chilis!

Own it! Clearly you and your husband are passionate about these peppers, as well as being sustainable growers & farmers, true aficionados.

The pride in your product and process, the sweet story of a couple farming together, the obsession with this one spotlight product is perfectly fixed—and will make any foodie swoon.



love this! oak barrels, aged 6 months, flowery and smoky flavors...ice cream!

But how do we make our condiments so distinctively Hollywood Hot?

The chilis get put into oak wine barrels and are aged for nearly a year. Then a fine Napa Chardonnay vinegar is added, and then the mixture sits for another six months. After the sauce is extracted there is all this mash left over. Not wanting to waste it, as we are committed to sustainable farming practices, CB decided to toast and grind it into what is now **the Hollywood Hot Shake**. There is nothing like on the market. It has a rich, flowery, and slightly smoky aroma, which adds flavor — and heat, to everything. We even sprinkle it on ice cream!

We hope you enjoy our products. We make them with love. We take pride in being fully sustainable, gluten free and vegan, and paying our workers a living wage!

mostly fixed = too much humility

Abundance of fixed signs in a chart love to tell the "how we did it" tale. But too much behind-the-scenes can steal the appeal and mystery. (Your packed 3rd house and 1st house can give ya TMI!) Choose the details of your story deliberately and craft accordingly.

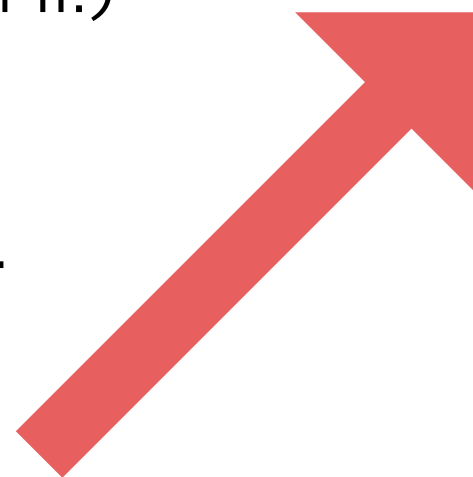
*maybe this is a little too
"keep it real" for your bio*

About Us

Louise & CB Harding started growing chilis in their back yard in Hollywood, where they both work in the Film and TV industry. CB is an award winning director and Louise is a costume designer.

Louise came home one day and nearly passed out from the eye watering fumes from some odd chili concoction CB was brewing in the kitchen. "I thought he'd gone mad," Louise said. "I made him take it outside."

"When we got a community plot of farmland in Encino, California — yes, there are farms in La La Land — we decided to start growing the Tabasco chili exclusively."



lack of cardinal signs

tweak: market positioning

Need to add some visual polish and glamour to match the amazing quality of your product. Don't tell every step of your process. CB's accidental mash roasting becomes "a patented technique" or "a proprietary method" that adds exclusivity to your product.

Get professional photos of yourselves and the product taken. Dive into your Ideal Customer Avatar and interviews. Is your ICA a person who spends \$ on conscious, sustainable food/wellness? If so, what websites do they like? Find out and emulate the style with a sleek redesign. Likely a B-School community member could help with photos and web design affordably!



no shoes in the pics, please!

*keep the photos about the appetizing product
(amazing sauce made by conscious growers),
not the process*

Your Instagram feed gets it right for the cardinal sign rebalance!
Shows the product being paired with the food and lifestyle that
your ICA enjoys — with well-lit photos.



lack of earth

tweak: design + branding

Need more sophistication in your website and branding. Play up the eco-friendly commitment. This is an artisan, healthy (earth!), sustainable (earth!), fair trade (earth!) product.

Earth = money and capital, so a lack of earth in the chart indicates that you feel like you don't have enough of it. Have you partnered with distributors who can get this to your ideal customer avatar?

Can also make you too frugal.

Example: Only a 5% discount on my first order? This could cheapen the product — free shipping is fine and don't make me "sign up" for something unless I know what I'm signing up for!



*does the logo speak
to your customer? find out!*

Free shipping and 5% off your first order when you sign up!





Artisan Hot Sauce 2016 Vintage 5fl. Oz.

★★★★★ 1 review

\$12.95



Artisan Spice "Shake" 2016 Vintage 1.4 Oz.

★★★★★ 1 review

\$10.95

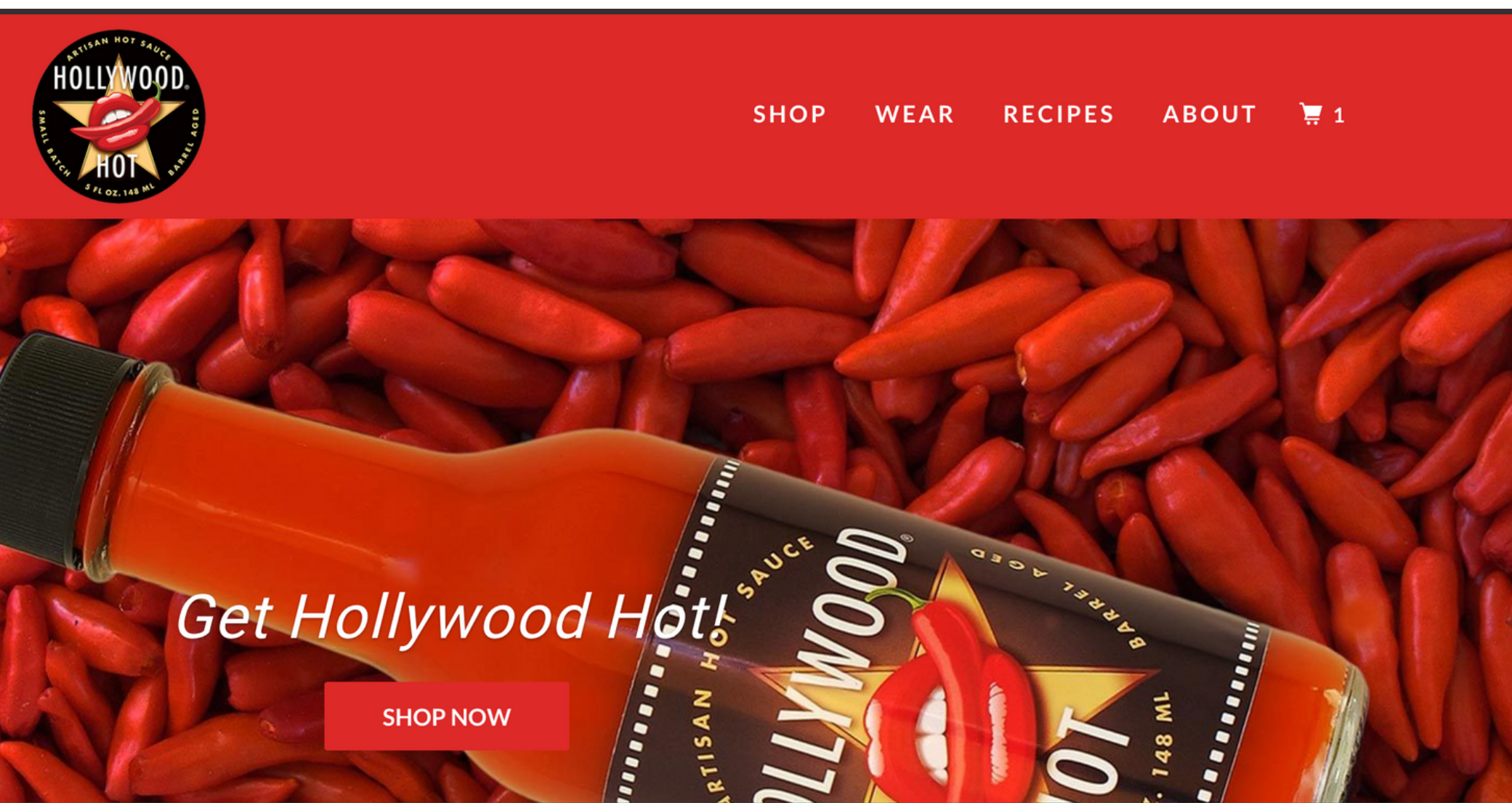


Artisan Hot Sauce 2016 Vintage Traveler 1.7fl. Oz.

★★★★★ 1 review

\$4.95

*better photos in your shopping cart - blue tinted
marble is too cool-toned for the hot sauce.
plus — get more reviews or get rid of them!*



Your artisan brand deserves artisan design. You may have to go against your fixed nature because you could very attached to this logo/branding and the narrative behind it. But your Hollywood history may not be what the customer cares about. Make it about them, not just you. Hollywood has become a different place than the rock 'n roll red lipstick town. The good news? Your vegan, sustainable, artisan product may be better targeted to the wellness and spirituality crowd that's booming there now.



Love this custom label & partnership with a ramen bar – more of this!



takeaways

- Find your Ideal Customer Avatar
- Interview ICAs and find out what other artisan food sites and brands they buy
- Upgrade your website design with professional photos + website visual update (your Instagram feed does it well!)
- Re-craft your "About Us" story and be a little more restrained about the details
- Consider tweaking the logo or else show your product in the "natural habitat" of your ICA (with salads/greens, artisan food, ramen, millennial foodie passions)





go, louise, go!



Olivia & Cali

astro
AUDIT

©Copyright 2019 Mediarology, Inc. All rights reserved.



ASTROTWINS