

chart your chart

branding

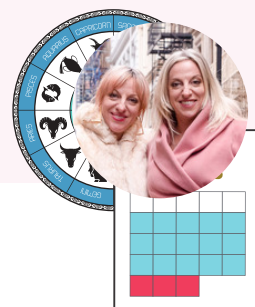
by modality



THE ASTROTWINS



chart your chart



how to use this guide

This guide is based on the principle we call Astro-Ayurveda: The art of balancing your chart. In Ayurveda, the goal is to create harmony by bringing the right proportions of vital life-force energies to the body. So, too, can we do this with your chart!

Most people's charts have a heavier emphasis on one or two modalities (**cardinal, fixed, mutable**) planets. As a result, we tend to gravitate toward these tendencies naturally.

If your chart is **HEAVY** in any of the 3 modalities, read the descriptions. Are you doing enough of this? In many cases, where you're heavily weighted can be "too much of a good thing."

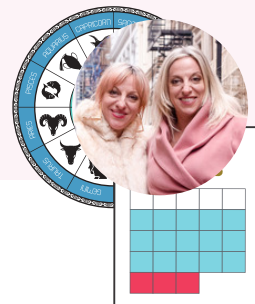
For example, if your chart is heavy on the VIP cardinal-sign influence, you may come across as snobby or inaccessible. Or, if you're strong on the homespun and hardworking fixed-sign quality, your brand may lack glamour and sophistication.

If your chart is **LIGHT** on any of the 3 modalities, evaluate whether you need to add more of that to your branding and business approach. It could be a "missing ingredient"—and a touch of it could go far.

Read on, explore...and remember, astrology is an "interpretive dance." There are no right or wrong answers here. This is an exercise for discovery!



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on branding.

As within, so without.

As we "chart our charts" and learn what we're composed of, we can apply those findings to the voice, image and positioning of our brands.

Are you strong in one area? Maybe you want to play that up more—or perhaps tone it down. Is your chart lacking a certain element or quality? You might decide to make a conscious effort to play that up, or hire a pro to help you do that.

By charting your chart, you can see things like:

- What colors and fonts should I use?
- What tone will help me connect with my audience?
- Which parts of my story should I tell?
- Should I offer products, services or something else?
- Where might I get stuck in ruts and resistance?
- Where should I funnel my resources, time and energy?

We created this guide to help you amplify your best traits—and to effectively connect with the people who will appreciate them most. Play around with these suggestions and see what resonates for you.



chart your chart **BRANDING**



MESSAGE + POSITIONING *by modality*

	CARDINAL	FIXED	MUTABLE
Create their niche by	Establishing hierarchy (you're "one of us" or the "in crowd")	Establishing authority ("the expert")	Establishing connection ("everyone's welcome" or "hey, come check THIS out!")
Influence	Make you want to be like them/be part of their circle	Make you want to be guided or led by them	Make you want to hang out with them and be friends
Path to Success	Innately have the It factor ("baby I was born this way")	Self-made: Hard work and tenacity, always working on themselves, grit	Superconnectors: Work the room, leverage relationships, entertain and inspire awe
Superpower	Style, self-assuredness + taste	Consistency, stamina + determination	Cleverness, charisma + inclusivity
Trends	Trend setters	Avoid trends (timeless and time-tested)	Trend spotters + visionaries
Exclusive or inclusive?	Carve out exclusive space	Hold space for others to grow + transform	Fill space
Language	"private club," "insiders," "inner circle," "VIP," "members only," "platinum reward," "limited edition," "small batch"	"destination," "hub," "portal," "home of...," "most trusted authorities," "established in 1921," "process," "system," "methodology"	"community," "collective," "interactive experience," "group," "friends of," "squad," "dialogue," "conversations"
Draw followers in with	Great taste, top-tier offerings, velvet-rope access, the sense of being part of the popular crowd, being a little aloof and inaccessible	Solid expertise, reliable advice, good sense/head on their shoulders, consistency, trustworthiness, hard-earned authority, kitchen-table wisdom, down-to-earth accessibility, salt of the earth	Fun and engaging content, novelty, quizzes, humor, memes, multisensory entertainment, questions/the Socratic method, wit and clever wordplays, thought-provoking commentary and ideas, interactive
Out of balance	Elitist, exclusionary ("you can't sit with us"), cliquey, egotistical, delusions of grandeur, materialistic or superficial, become people you "love to hate"	Stuffy, judgmental, moralistic, heavy, unimaginative, long-winded, lacking style or flair, seem like uptight buzzkills	Scattered, gossippy, two-faced, all talk no action, manipulative, flighty, lacking substance or follow-through, ungrounded, hypocritical
Famous examples	Gwyneth Paltrow (GOOP), all 3 Kardashian sisters, Richard Branson (Virgin club), Elon Musk (Tesla superfans), Alexandria Ocasio-Cortez, Lady Gaga (Little Monsters), Emily Weiss (Glossier founder), Jeff Bezos (Amazon), Hugh Hefner (Playboy mansion)	Oprah Winfrey, Brene Brown, Bill and Hillary Clinton, Barack Obama, Madonna, Jennifer Lopez, Kris & Kylie Jenner (youngest "self-made" female billionaire), Ellen DeGeneres, Mark Zuckerberg, Karlie Kloss, Bill Gates (Microsoft)	Tony Robbins, Beyonce, Jay-Z, Chrissy Teigen, Marie Forleo, Sheryl Sandberg, Prince Harry, Bernie Sanders, Joan Rivers (Fashion Police), Taylor Swift ("girl squad"), Miley Cyrus, Angelina Jolie, Jada Pinkett-Smith (Red Table Talks), Steve Jobs (Apple)



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DESIGN *by modality*

	CARDINAL	FIXED	MUTABLE
Colors	<ul style="list-style-type: none"> • Statement palette — the opposite of what everyone else is doing (YOU set the trend) 	<ul style="list-style-type: none"> • Classic and chic • One strong balanced by timeless or neutral/clean 	<ul style="list-style-type: none"> • Bright, eye-popping, trendy
Fonts	<p>The fonts used by your favorite fashion magazine or couture house — sleek and chic (Bodoni, Didot, Avenir, Domaine)</p>	<p>Timeless typefaces (Futura, Helvetica Neue, Franklin Gothic, Garamond, Frutiger)</p>	<p>Playful and youthful, sprinkled with emojis and dingbats. Mix font eras, break rules</p>
Design style	<ul style="list-style-type: none"> • Think like a fashion house: pick an era or muse for the season 	<ul style="list-style-type: none"> • Aim to create a solid and safe space — it's about substance before style. Can add some vintage as long as it's not kitschy 	<ul style="list-style-type: none"> • Pull from pop culture: multiple eras, album and book covers, street style, retro kitsch
Publications for inspo	<ul style="list-style-type: none"> • Domino • W • The Cut (NY Magazine) • Vogue • ELLE • Bon Appetit 	<ul style="list-style-type: none"> • New Yorker • Real Simple • O • National Geographic • Essence • New York Times 	<ul style="list-style-type: none"> • Nylon • Refinery29 • Wired • Fast Company • Good • New York
Brands for inspo	<ul style="list-style-type: none"> • Aesop • Glossier • Well + Good • Goop • Anthropologie • Hermes • Le Labo • Burberry • Tata Harper • Lulu and Georgia 	<ul style="list-style-type: none"> • West Elm • Sephora • Everlane • Madewell • J Crew • Crate + Barrel • Starbucks • HBO • Ted Baker • Kiehls 	<ul style="list-style-type: none"> • Urban Outfitters • Zara • Topshop • Asos • Apple • Ikea • Spotify • YouTube • Toms • Target
If you can invest in one thing, it should be	<ul style="list-style-type: none"> • An amazing photo shoot of yourself 	<ul style="list-style-type: none"> • A logo and corporate branding you can use for 3-5 years 	<ul style="list-style-type: none"> • A library of images for social media or a great copywriter/editor
Cities	<ul style="list-style-type: none"> • Paris • Marrakech • Bali 	<ul style="list-style-type: none"> • Austin • San Francisco • Charleston 	<ul style="list-style-type: none"> • New York • Tokyo • New Orleans



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OFFERINGS *by modality*

	CARDINAL	FIXED	MUTABLE
Offerings	<ul style="list-style-type: none"> • Paid memberships • Concierge/VIP services • Ticketed events • Masterclasses • Private retreats 	<ul style="list-style-type: none"> • Live lectures • TED-style talks • Certified training programs • Proprietary systems/methods 	<ul style="list-style-type: none"> • Content, blogs & books • Viral video/audio clips • Diverse panel discussions • Masterminds • Group coaching • Collaborations w/ a complementary person
Incentives	<ul style="list-style-type: none"> • Insider offers • Members-only perks • Limited/collector editions • Signed copies • Access to founder ("private dinner with X") • Add-ons 	<ul style="list-style-type: none"> • Loyalty programs & points • Bundles, bonus gifts • Extension packs to complement an evergreen product • Scholarships and merit-based awards • Free trial versions • Discounts & coupon codes 	<ul style="list-style-type: none"> • Referral rewards • Tag/share with a friend • Swag and merch • Viral social media contests • Sweepstakes • Bundles, bonus gifts (novelty) • Fan clubs
Motivated by	Dominating (I'm high on the food chain!)	Lasting quality & value (How much can I get out of this?)	Novelty (New! shiny! fun!)
Platforms to explore	<p>Display your taste:</p> <ul style="list-style-type: none"> • Instagram • Pinterest <p>Teaching:</p> <ul style="list-style-type: none"> • Kajabi • Zoom <p>Curate an affiliate shop:</p> <ul style="list-style-type: none"> • Pepperjam <p>Keep it exclusive:</p> <ul style="list-style-type: none"> • Snapchat <p>Sell your creations:</p> <ul style="list-style-type: none"> • Etsy • Saatchi Art • Artfinder • Minted 	<p>Sharing expertise & authority:</p> <ul style="list-style-type: none"> • Facebook Live • Instagram Live • Soundcloud • iTunes Podcasts • Medium <p>Recommending resources:</p> <ul style="list-style-type: none"> • Goodreads • LinkedIn (share articles) • Amazon affiliate links <p>Self-publish:</p> <ul style="list-style-type: none"> • Kindle Direct Publishing • Lulu <p>Fundraise:</p> <ul style="list-style-type: none"> • Kickstarter • GoFundMe • Crowdrise 	<p>Capturing fans with your viral ideas + personality:</p> <ul style="list-style-type: none"> • Instagram Stories • Facebook • IGTV • YouTube • Twitter • TikTok • GIPHY <p>Networking/superconnecting:</p> <ul style="list-style-type: none"> • LinkedIn <p>Monetizing your creativity:</p> <ul style="list-style-type: none"> • Patreon • Etsy • Society6 • CDBaby



more learning
about your chart

**Ready to dive deeper into
what it all means?**

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