



RULES FOR STARTING A BUSINESS

THE MEANINGS OF THE HOUSES IN A BUSINESS CHART

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You have dreamed all your life to buy or start your own business, but when is a good time to put your plan into action? This expertise in astrology is called "Electional". The rules are simple, but a good background in basics is necessary to cast a chart for success. You can cast a chart for anything you wish to start such as a business, marriage, surgery, travel and any other major step you are ready to take in life. Because there is no such thing as a "perfect" chart, you need to consider the transits and progressions based on your natal chart. When setting up Electional charts for other people as well as your own, an accurate birth time is the first step. It takes time to do Electional astrology and for that reason, it is a highly technical branch. I have always viewed Electional as a branch of Mundane work that gives the most pleasure when it succeeds in giving the desired results.

Business Electional Rules

I have developed some Electional Rules over the years for starting a business. In Saturday's Workshop, time will not permit covering this area. For your information listed below are those rules and other author's suggestions.

- Be sure the person who is starting the business has their ruler of the 10th house by transit direct in motion and not turning retrograde for several days. Because this will change the complexity of the business in some manner, it is

best to avoid a stationary retrograde ruler also.

- The same applies to Mercury in general for everyone starting a business. Try to have it past its retrograde period of time.
- Always check the Solar Arcs in the person and/or persons' chart to see if timing is appropriate. You need a Solar Arc Progression connected to the 10th house.
- Check which houses in the chart have been eclipsed, any planet eclipsed by conjunction or opposition and those eclipses that are coming up in the year. Check the Solar Arcs for those planets and note the aspects to natal planets, Ascendant or MidHeaven. I use only a one-degree orb for Solar Arcs.
- Note planets changing sign, where Saturn is transiting, and the strength of the ruler of the MidHeaven by Solar Arc.
- Determine if business will be incorporated; if so, use that date for the start of business. There is a difference in opinion as whether to use the opening of the business, first transaction or if purchasing a business, the closing of deal. This is something you should work with and see how you feel. If a business is opened, then later incorporates, use that date.
- If a business is opened under a parent corporation, use the original corporation for the date, especially if the new business feeds profits into the original corporation, but also use the date for the start of that business. Over years you will determine which chart has the best timing for events. Mergers of two or more businesses, where they

assume a new identity, require a new chart.

- Watch placements of planets in the houses, considering that they will progress into next houses and what effect that will have.
- If this will be a partnership, consider how the individual parties have performed in other forms of partnership, such as marriage. Note where each other's Saturn falls in the other's chart. It is a good idea to do a synastry chart of partners.
- Even though I do not do numerology, I would recommend that the name of the business be examined.
- Both the business' chart and the individual's natal chart should be watched for changes that may happen to the business.
- Avoid squares from the Moon and Void of Course Moon. It is best to have a Waxing Moon for growth. I like to see the sign of the Moon reflect the "feel" of the business and have positive applying aspects.
- MidHeaven in the business chart should describe the business by type and strength. It is advisable to have a strong ruler of the 10th house for success.
- Ruler of MidHeaven must be direct. I also require a direct ruler of Ascendant.
- Strong placement of the Sun, Moon, Ruler of 10th, with the best possible aspects.
- Saturn is very strong in a business chart and should be well placed. Each business is different on where Saturn would be best by house. Try to get good aspects to Saturn.

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Electional Business Rules

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- The outer planets of Uranus, Neptune and Pluto can be tricky. My personal opinion is placing them carefully considering they will progress.

Meaning of Houses

The following is a great description of the Meanings of the Houses in an Organization or Business from “The Only Way to Learn About Horary and Electional Astrology” by Marion March and Joan McEvers:

1. The membership, stockholders or personnel, whichever applies. Also the morale of the company or organization.
2. Liquid assets, voluntary expenses, ability to earn money as well as the attitude toward earning money, and investments.
3. Contacts with the public, internal communications.
4. Any real estate investments made by the organization; the base of operation; location and condition of office or building, if one is owned or used.
5. Executive personnel (except president and elected officials); governing body; attitude or action by stockholders or board in opposition to president.
6. Workers, employees; possible labor problems or strikes.
7. Relations with other organizations, competitors and their activity; lawsuits and legal affairs.
8. Losses or gains (bequests) through death (and resignation). Company treasurer; revenue from investments or frozen assets.
9. The advertising department, long distance communications; results of mail order campaigns, publications, consultants; publicity relations.
10. The corporation, authority, president or the board.
11. Other friendly organizations; the part of the corporation, which provides social activities; the treasury (money made by the corporation).
12. Enemies and secret organizations opposed to the corporation.

Try to get as many of the above rules as you can. It will be next to impossible to get them all. Electional astrology used when setting up a business or in other areas of your life gives you an advantage in reaching your own goals.

