

HOW TO BE *Captivating* FROM THE **INSIDE OUT**

2 mind-blowing astrology insights to create
a magnetic brand from the inside out



First Astro Insight

Your rising sign tells how people see you and how you captivate naturally. Yes, you were born with a certain sign that reflects how you think and who you are. That's your Sun sign but you express that through an unique way of being: your rising sign. That's what people see first. It's the mix of these (and other points in your chart) that creates your personality.

Instead of holding back your expression back, emphasise it.

Look for your rising sign below to find out what to emphasise. If you don't know your rising sign go to astro.com to find out. You can look for your Sun sign too. You have those qualities too but they can only be fully expressed through developing your rising sign, which is how you meet the world and express yourself.

ARIES:

You're independent and vigorous. Your lively irrepressible child-like spirit is charming. Daring, decisive, warrior spirit, you 'own' the power to create and direct life. Your brand tend to be direct and vibrant. Your way of challenging others will pull your people in and push the wrong people away. It's through your courageousness and independence that you develop and embody your uniqueness.

TAURUS:

Sensual, earthy sensory feel, enjoys life's pleasures and that's attractive. Bring that to your brand, explore the senses. You know how to express physically and tend to have a soothing voice. Use it. Practical, stable and down-to-earth, you have a comfortable and familiar nature. It's through your patience and perseverance that you develop and embody your uniqueness.

GEMINI:

Curious agile mind, you have shiny eyes and talk with the hands a lot. Your genuine interest and ability to talk about many different things is irresistible. Emphasize movement in your brand. There's a duality to the way you express yourself so play with that. It's through your curiosity and flexibility that you develop and embody your uniqueness.

CANCER

Your nurturing, caring nature draws people in. You're sensitive and rhythmic. Soft in your ways. You might go through life in cycles and emphasising this wavy rhythm in your brand is a good idea. When you come out of your crab shell and shows your vulnerability you're magnetic. You can use memories in your marketing like no one else. It's through your sensitive memories and cycles that you develop and embody your uniqueness.

LEO

You're generous, warm, creative and have lots of love to give. You see the world through you so feel free to be the center of your brand. It tends to be fun and creative. You have a magnetic personality without even trying. In fact, you shouldn't try. The Sun doesn't have to try to be seen, it just shines. Just express yourself by and have fun doing it. That's how you command attention. It's through your feeling your heart pulsing and expressing yourself that you develop and embody your uniqueness.

VIRGO

You have a youthful and neat style, tending to a natural beauty. Precise and of service, you captivate by your capacity of analysis and extracting what's beneficial in any subject. Your brand should be clean or natural, or both. You fix things and know what needs to be eliminated but you also have a sweet side when the inner-critic calms down. You create order out of chaos and know how to make things real. It's through being of service and as natural as possible that you develop and embody your uniqueness.

LIBRA

Charming by nature. Harmony seeker, you strive to create beautiful and pleasurable relationships, environments and life. That is charming about you. Your brand tends to be harmonious and soft. Focus on connection without forgetting yourself, your needs and desires. You take other people's opinions into consideration and know how to meet others' desires and put them at ease. It's through your relationships that you develop and embody your uniqueness.

SCORPIO

Passionate, mysterious, you make people curious and that's mesmerizing. It shows either as intense eyes or in a sweetness that doesn't tell the whole story. Your brand tends to use the above and has layers of depth. You see beyond the surface, dig deep, and point what others can't see. Because of that you know the dark side of life all too well and can rechannel that into lessons that bring light to what has been hidden. You transform both yourself and other people and are constantly shedding skins and rebirthing. It's through working your shadow and eliminating what doesn't serve that you develop and embody your uniqueness.

SAGITTARIUS

Half idealistic deep thinker seeking great heights, half instinct looking for a fun experience. Your enthusiasm and laughter is captivating, as it is your ability to add symbolic meaning to every life event. You're honest and humour is in your favour to be able to say things most can't in a way that your people relate to. Your brand tends to be witty. You're open-minded, jovial and kindhearted. You have a knack for inspiring others and are always expanding. It's through expanding your horizons that you develop and embody your uniqueness.

CAPRICORN

Focused and disciplined, you appreciate the hustle and enjoying the material fruits of your work in equal proportions. Your ability to organize a practical roadmap to achieve dreams attracts people to you because they want that as well. You're great at taking a vision of possibilities and making it real. Your brand tends to be focused and well rounded. You may look harsh on the outside but you're sensitive to other people's feelings and do everything to provide to your loved ones. It's through your work and responsibilities that you develop and embody your uniqueness

AQUARIUS

Visionary, idealistic with an electric aura. There's no rule with Aquarius rising and you probably like knowing that. Each of you have a very unique way of being and that's fascinating. Explore your quirkinesses in your brand and expression and embrace diversity. You feel part of the whole, although you feel different, and always consider something larger than the individual self. You gain better understanding of your uniqueness taking an objective and impersonal look at life. You're often in tune with the latest trends and new ideas in the atmosphere. It's through your social experience that you identify and embody your uniqueness.

PISCES

Dreamy, elusive and spiritual. Your receptivity and willingness-to-please allure charms and seduces. Very sensitive, your individuality is diffuse because you're so connected to the whole. You know you're part of something bigger. Your brand can reflect this dreamy feel. In your best you're a healer in service to others or naturally inspired by a more expanded state of consciousness. Pain in the world is felt as your own and you have to be careful not to shut down your sensitivity nor to fall victim to it. It's through understanding you're the synthesis of something much bigger like the whole Universe that you develop and embody your uniqueness.

PS.: If you have planets close to your rising or in the first house there will be more to the interpretation and I encourage you to schedule a session to find out.

Second Astro Insight

Your Sun sign reveals what activities give you energy and vitality.

Look for your Sun sign in the vitality practices list.

Pick a vitality practice to do right before visibility activities for your business.

There are more to it when we look at the house and specific sign. This is an easy way to increase your energy and magnetism so that you can attract more ideal clients.

FIRE SIGNS

(ARIES, LEO, SAGITTARIUS)

Fire activities like catching some Sun shine, physical activities that warm the body (running, any exercise), active meditation, creative fun activities.

AIR SIGNS

(GEMINI, LIBRA, AQUARIUS)

Talking to someone, reading, breathwork or pranayama to move the air, harmonic flowy movement like dancing, yoga or Tai Chi.

EARTH SIGNS

(TAURUS, VIRGO, CAPRICORN)

Grounding activities like being in nature, sitting on the ground, walking bare foot, grounding meditation, holding crystals, working with the hands.

WATER SIGNS

(CANCER, SCORPIO, PISCES)

Drinking more water, going to the beach, river, water fall, lake, swimming, taking a shower, contemplative meditation, contemplating the Moon.



Hi, I'm Lois!

I help passionate boss ladies who truly believe in the difference they make to bring the light you have inside to shine outside, **express who they are on their brand and website** and captivate amazing clients who are excited to buy from you.

After helping many entrepreneurs I've noticed the brand was a fundamental piece of a bigger shift, one that changes everything: **The confidence boost of having a brand that reflects your light.** Now that you know it is possible I want to invite you to further explore it. Maybe you've been holding yourself back but **you're ready for more.**

You've outgrown your shell, rising star.
It's time to break free and shine your light.

Learn all about the **Inner Light program** and schedule your Breakthrough session in the link below. This session is for you to feel if this is for you. **0% pressure. 100% alignment. Ready to unlock your full expression?**

YES! LET'S DO IT!