

How to Market Your *Astrological Services*



Joelle Steele

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by Joelle Steele

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How to Market Your Astrological Services

When most people decide to start offering their astrological services to the public, they have a good head for what's in the stars, but often lack the business knowledge necessary to make astrology a full- or even part-time business. As so often happens, astrology becomes an avocation and never a profession. This book takes a look at some basic marketing techniques which can help astrologers attract clients.

We'll start by looking at the term "marketing." Marketing is often misunderstood because so many people use the terms "marketing," "advertising," and even "sales" interchangeably. But, sales is what you do after you market, and advertising is only one aspect of the marketing process. Marketing is the manner in which an individual or company establishes a demand for its products or services. This is done in a variety of ways, all under the umbrella term of "marketing."

Marketing, much like astrology, is both an art and a science. As an art form it utilizes design elements and the various media to create and reflect your image, thereby manipulating your prospective clients with aesthetics. As a science it makes use of statistics and demographics to target, isolate, and reach your prospective clientele.

Every astrologer must learn to actively market in order to expand and grow. It's just part of being self-employed, regardless of the profession you choose. Anyone who is self-employed can and will grow slightly and sporadically with no marketing effort whatsoever. But, the only way you can achieve a constant, systematic growth pattern is by establishing and instituting a simple but comprehensive marketing plan.

The purpose of this book is to give you a better understanding of the marketing process so that you will be well-enough informed to market your astrological services.

THE MASTER PLAN

You must always be marketing your business in order to preserve its size as you will invariably lose some clients along the way by means of simple attrition. If you want to grow, you must accept that relying solely on "word of mouth" (referrals), will not allow you to achieve systematic, organized, manageable growth.

To make your marketing efforts work you have to spend some time determining exactly what it is that you want to achieve, and what your marketing objectives are. This will determine the scope of your marketing plan and your marketing strategy, and will ultimately effect the level of results you actually obtain from your efforts.

Once you have decided on your objectives you can set all of the goals necessary to achieve them. One of your first goals should be to set aside a certain amount of time each week, each month, each quarter, etc., in which to pursue your marketing efforts. Your next set of goals should include whatever things you need to do in order to achieve your marketing objectives. For example, say you want to start offering computerized charts and reports. You will need to purchase a good quality printer and various report options for your astrology software.

There will be more and more goals to achieve as you become further involved in the marketing process. You will want to set some deadline dates or time frames for these goals, but how long they take will depend on you and whether you are truly committed to them. But don't think your goals are carved in stone. Make them somewhat flexible so that they can be easily amended when you need to modify them now and again. Just be sure to keep the idea of marketing uppermost in your mind and try to visualize what the long range benefits of your plan will be.

In this crazy, "hurry-up-I-want-it-now" type of world we tend to lose sight of our future plans because we are so busy living for today. In business, that kind of attitude can be very costly. Patience pays off in marketing. So does persistence. Marketing is not an overnight means to an end. It is an ongoing process that will change as you yourself change, and will become more involved and complex as you grow and expand.

A marketing plan includes, among other things, how you are going to approach your target clientele, who is going to design and execute all of your marketing materials (including your website), when and where you are going to advertise or do direct mail, etc., and how much you are going to budget for everything over a particular period of time.

Marketing can be as simple as sending out regular postcard mailings to existing clients, or having an ad running in the local new age paper. But, it is usually rather more involved than that and requires that many things happen at precisely the right time, either just before or just after something else happens, or at the same time that something else is going on. It may be that your marketing plan calls for advertising in a newspaper or magazine that appears at the same time you are doing a direct mailing to the same area for your new website. This means that the advertising for your new website must be ready to go before the publication deadlines of the newspaper or magazine, and that all your direct mail letters or brochures must be printed and ready to drop in the mail box at the same time.

Your marketing strategy will be determined by a variety of considerations, the primary one being your budget. You must be able to financially support your plan. For example, if you are going to do direct mail or computerized reports in-house, you will need computer software with mail merge capabilities and a good printer. If you want to project a professional image, you may need an email address, a website, a cell phone, etc. And as for cell phones, you may need a second line for your business.

A good marketing plan is designed to last at least a year and be flexible enough to accommodate any changes which may be necessitated during that time. Get out your calendar and look at the year at hand. Mark the holidays which would make likely times to run special promotions. Look at the times of the year when you are busiest and enhance the slower times by beefing up your advertising efforts or doing a direct mailing. When you know that there are certain times when you are swamped, don't schedule any additional workload such as a direct mailing, unless you are having it done by an outside service. You will want to be able to have enough time to meet

the demands of your clientele and not be tied up with a mailing when you should be attending your kid's Little League game, doing your Christmas shopping, filing your taxes, etc.

Schedule the actual sending of any direct mailings during your busiest times so that they will be received in time for responses during what is usually your slowest time. This is one way to keep your sales from peaking and ebbing ("sales slumps") throughout the year. Mark the weeks you intend to assemble the mailing and the weeks you are planning to send them out. Contact all of the publications in which you plan to advertise and place their cut-off dates on your calendar.

Targeting Your Market

It is important to research the market in your area in order to target your prospective clientele. You have to find out who your prospective clients are and how to reach them. You must analyze the general market in your area, your existing clientele, the market you think you want to pursue, and your competition. Every state, every county, every city, and every neighborhood has its own marketing personality. Every astrologer tends to attract what they consider to be their typical client type. You need to know where to find more of those client types or whatever new type of client you wish to target.

Once you have an idea of what kinds of clients you want, it's time to research those markets by obtaining community information through the local media and by doing some field surveys by phone, by mail, or in person with your existing and prospective clientele. Read up on your target clientele as individuals and as a group. Find out what they require in terms of your services. Discover what kinds of problems they have that might differ from those of your other clients or which you have never encountered and will need to prepare for prior to consulting with them.

Now you can look at the competition. If there are already fifty astrologers servicing your metropolitan target market, can you realistically expect or financially afford to break into that market with any degree of success? You may be able to if the market is a big one and fifty other astrologers have more business than they can handle. But, if your target market is small, you may find yourself competing for a

sliver of a very tiny pie – a nibble of a Pop-Tart – and that means you'll need to look outside and beyond your immediate community for fresh business leads.

Budgeting

The following are just a sampling of some, not all, of the kinds of items you will probably want to include in your marketing budget: Printing of business cards, letterhead stationery, brochures, and post cards; mailing costs such as postage (bulk or first class), list rentals, and processing fees; artwork for advertisements, brochures, logos, cards and letterhead; office expenses such as a cell phone, website (design, launch, and maintenance), computer, printer, and software.

DESIGNING YOUR IMAGE and PUTTING IT INTO PRINT

It is important that your printed materials say exactly what you want to communicate to your target clientele. To be sure that this is what you achieve, try designing an image for yourself, just in rough draft form, using several different possible types of looks which you feel are reflective of your image. Once you have completed these rough drafts, take them to a graphic artist, an advertising agency, or even possibly to your printer, and have them advise you further and provide you with a completed design, either like something you have designed or possibly something altogether different. You may be able to download some clip art from the Internet that can be incorporated into your design.

If you can't come up with any ideas for how to project your image, be prepared to hire a professional artist to come up with a look that will fit in with all your marketing needs. Shop around for an artist and carefully examine samples of their work. Remember that your image must be reflected in everything from your advertising to your letterhead stationery, to brochures, business cards, website, envelopes, etc. Make sure it says what you want it to.

Your image should be updated periodically, preferably every two to three years. The updated look should be noticeable but be subtle enough that your clients can still recognize you when they see your ad or your website. Sometimes something as simple and as subtle as a change in the color paper or ink you use is sufficient to achieve this.

To determine what kinds of printed materials you need is pretty simple. Initially you will need business cards. These are a necessity for any personal service and they should be printed on an attractive, sturdy stock. Don't skimp on your cards as they are often the only link between you and the prospective client you just met last week.

Letterhead

Letterhead is optional for some astrologers, but I always used a lot of it because I did introductory letters and written consultations, and I think they look a lot more professional when they are on printed letterhead. However, if you have good computer skills and an artistic eye, you may be able to create your own letterhead in Word and skip the printing costs altogether. But don't skimp on quality when it comes to the paper you print on. You don't have to spend a fortune, but do match the paper to that of your business cards.

Brochures

Brochures are often overlooked as being "too expensive," especially nowadays when most astrologers are so website-dependent. But brochures can be done for the same cost as a flyer and they are a great handout to give to clients and to leave at your local New Age bookstores. A brochure is an excellent way to explain your services, your specialties, and your philosophies, while you're busy running charts and preparing for consultations. They don't have to be expensive. They can be a single sheet of paper divided into three panels by folding twice, but they should be done by a professional and should be printed on paper that matches your business cards and letterhead.

Like letterhead, if you have the skills to do it, you can create a brochure on your computer and print it out as needed. They don't have to be four-color, but if you have a color inkjet printer, by all means make use of it. With most personal services, I always recommend that you print your photo on your brochure (a good and recent one, not a tacky snapshot).

Establishing Credibility

Your image takes on new significance when it is in print. It establishes your credibility as a professional. Yet, it is amazing how many astrologers omit their addresses, last names, zip codes, and area codes from their business cards and advertisements. These kinds of omissions absolutely shout "flake!" Nothing does more damage to a professional astrologer's credibility than these often deliberate oversights. Be sure that a client knows where to find you and how to contact you.

Your phone number should be clearly evident everywhere and your full mailing address should be included on all of your printed materials, including your advertisements. If you don't want people knowing where you live, get a post office box or a mail drop.

If you can't print your own materials out on your inkjet, shop around for commercial printers and look for price breaks. Don't buy more than a two-year supply of letterhead (about 500 sheets), business cards (1,000 cards), or brochures (about 1,000 of them), unless you are going to be direct mailing in large quantities.

Be sure that the camera-ready art you give the printer is well-produced. Make sure there are no unwanted blotches or any blurred text. Use only a top quality photo of yourself so that it will reproduce well in print. Be sure that you select good quality paper stock and that your printer completes the job to your full satisfaction.

Websites

When you publish a website, it is another form of printed material – virtual printing. All of the same basic rules apply as far as getting it designed properly and saying what you want to relate to prospective clients. Websites are a very economical form of advertising, but they still require that you market them in some way, either by emailing your postcards, brochures, and letters with your website on them, sending out press releases announcing the launch of your website.

ADVERTISEMENTS & ADVERTISING

Every business, no matter how large or how small, must advertise somewhere. The first step towards effective advertising is understanding what it is.

Advertising lets everyone know you're there. It can be used to establish a demand for your services within a particular community or group. It can help create a favorable image of you and your profession. And, in some kinds of advertising, such as press releases, it can help to inform and educate your prospective clientele about astrology.

But, advertising can't make people buy from you if they aren't ready to, if they don't believe in astrology, or if they don't need, want, or like astrology the way you offer it. Advertising will not make you a professional if you aren't one to begin with. It can't be the only thing on which you rely for new business. And, it does not guarantee that once someone responds to your ad that they will also become your client. That's where sales techniques are necessary.

There are different kinds of advertisements and they are used for different purposes, depending on the advertiser.

Image Ads

These ads keep your name in front of the public. They are usually run in many publications month after month without being changed. They just have a name and where to contact that person. Do not expect to get flooded with calls if you run this kind of ad because that is not its purpose. This is not the kind of ad that should be run by anyone other than a very well-established astrologer whose name is practically a household word.

Promotional Ads

Another kind of advertisement is the "promotional" ad. The astrologer who runs this kind of advertisement is actively seeking new business. These ads often feature specials, discounts, etc., and they always explain the kind of astrology you practice, any other services you offer along with astrology, and indicate your basic philosophy about astrological consultations. If you are advertising your

astrology services for the first time, or if you are attempting to expand your existing business, promotional advertising is what you need, even if you don't include the special offers or coupons.

Promotional advertisements with specials and coupons must be changed frequently. They must be real "grabbers" and should be designed to get an immediate response from your target clientele. They should be focused on a specific aspect of what you're selling. For example, if you just became a certified horary, your ad should emphasize this new credential and this new service.

Promotional ads get mixed responses. If you run one and don't get a good response, don't write it off as a fault of the publication or even of the ad. Just go back to the drawing board and try to discover what would work better. A reader survey by phone may give you some insight as to why you didn't get a better response.

There are, of course, advertisements which are a combination of both the image and the promotional ad. They rely on small modifications to their general appearance, such as a small section that changes each month to announce the special of the month or a little discount coupon, etc. These work well for people who are just starting out or for those who are budget-conscious.

Classified Ads

And there are always classified ads. Classified advertising is available in most publications. It is very inexpensive when compared to the cost of most display ads. But, it is not necessarily "cheap." Classifieds can cost from \$9 per word in small or local presses, to \$20 and up in larger publications. In many cases, your classified ad will run around \$95 or so a month. Before you take out a classified ad, check first to see if other astrologers are advertising in that format in the publication you are considering. It's often a good indicator that they are getting business that way.

Remember, what you have to sell is pretty much the same as every other astrologer – in the eyes of the person reading the ads. But you know that you are different, and your advertisement must show that. Emphasize things in your ad which accentuate the differences between you and other astrologers, that would attract a serious client. For

example, emphasize your credentials, your professional affiliations, your specialties, your location, your introductory consultation, etc.

Where to Advertise

There are many different publications in which to advertise and the costs vary with the circulation and demographics. Buying advertising is always a risk because you are buying something intangible. It may or may not work. You may get hundreds of calls or you may get a half dozen responses. It all depends on whether the publication in which you advertise is reaching the readers who are your likely prospective clientele and whether your advertisement is designed to attract those same individuals.

As an experienced publisher and astrology advertiser, I have found that more times than not, when an advertiser says they didn't get a response to their ad, it wasn't because the ad didn't reach their target audience. It was because the ad just wasn't effectively designed to attract the attention of the readers. This is particularly true when you have an advertiser who insists on running a vague, poorly-produced image-type ad that wouldn't draw flies. In addition, as someone who has placed ads in every magazine ever published (well, I guess I could have missed one or two along the way!), I know that circulation and demographics mean even more than the content of an ad. Even a badly written ad can draw responses in publications with large, carefully targeted audiences.

Demographics & Circulation

Always study a publication's demographics, that is, what kinds of individuals read it, and the circulation, or how many receive it and where they are located. It is interesting to see how many astrologers advertise in magazines that are designed for professional astrologers (professional trade magazines), and how few advertise in astrology magazines (general interest magazines). The trade magazine ads are less expensive, but they offer such small circulations directed at people who would much rather do their own chart interpretation. The general interest astrology magazines are more expensive but they offer a much wider client response. New Age and non-astrology pub-

lications offer big circulations, but they may or may not cater to enough people who are specifically interested in astrology to give you good value for your advertising dollars.

Frequency of Publication

You also need to consider the frequency of publication. A daily will cost more but will give you the greatest circulation. A weekly will cost a little less but will be read more frequently than a monthly. A monthly publication, which is the most common in magazine publishing, will probably be the one you can most likely afford in the long run, depending on the circulation and the kind of magazine. Be wary of quarterlies, and other less frequently published entities. Advertising representatives often try to convince potential advertisers that a quarterly provides three months of exposure. Not true! You get the exact same exposure in a quarterly that you get for any ad that runs one time. Why? Because each copy is still only read once – and don't forget that. Go by circulation and demographic figures only.

Response Time

Most advertising does not bring in new business immediately. Many people only run an ad once, or less than six months in a row, and wonder why nobody called. Remember that not every reader reads every page of each issue they receive of the same publication and they may therefore miss your ad. They might read your ad once, not need your service at that time, and assume you will always be advertising and that they can call you in the future when they do need you or when they can afford you.

Once your ad disappears because you have run out of money or become frustrated with lack of response, the readers who were on the verge of contacting you will think that you have disappeared too. You would be amazed at how quickly you will be forgotten. If the readers don't keep back issues of the publication on file and refer to them from time to time, they will not even be reminded of you again. The rule of thumb for advertising is "out of sight, out of mind." Since so many people take such a long time to make up their minds about calling a professional astrologer, pulling your ad prematurely could spell disaster for your business.

Newspapers

There are many publications in which to advertise your services. Newspaper ads can work but it is usually too expensive for most astrologers, particularly if your local newspaper is the New York Times or the L.A. Times. Besides, in such large publications your little ad just gets lost. Smaller local papers are a better investment if you decide to go this route. Most newspaper advertising is far too "iffy" as far as astrology ads are concerned.

General Interest Magazines

General interest magazines such as Time, People, etc., have huge circulations and are very expensive to advertise in, especially for the average astrologer. Local New Age publications, those throw-away tabloids, are usually more of a contribution to the neighborhood litter pile than anything else. But people do read them for the ads which are mainly placed by hands-on healers and all the various alternative health practitioners. They are a possible vehicle for your advertising but in most cases their circulation is simply not targeting a large enough percentage of your prospective clientele – people who hire astrologers.

When comparing similar publications in which you plan to advertise, it is best to get a good feeling for how much it will cost you to reach your target clientele on a per person basis. You may be able to obtain this information directly from the publisher but in most cases you will have to do a cost study on your own. You will inevitably make your decision based upon your individual budget, the number of people you want to reach, and your feelings about the publication itself.

Where your ad appears is important. In a small publication it will be easily seen on whatever page it is located. But, in a larger publication with over 50 pages, placement becomes critical. Most publishers offer placement on a "space available" basis. This means that you take your chances as far as where your ad appears in the magazine. If you have a particular spot where you want your ad to appear you may need to pay for "preferred placement." This allows you to request a particular place for your ad (e.g., in the front pages, on a right hand side, on top of the page, or next to a particular column or article).

TV & Radio

Television and radio air time is expensive in most areas, with radio costing a little less than TV. Advertising on the airwaves is usually more than the average astrologer can even begin to afford. But, if you have a small local channel that is not too outrageously high-priced or beyond your budget you may want to give this media a try. Public radio is one option. You might even want to try and get an astrology show together and broadcast that. Never underestimate the power of the radio to reach thousands, even millions, depending on where you are located.

Advertising on the radio will reach more people than the average print ad, but to be its most effective, the spot will have to air fairly frequently and at times when the greatest number of your target clientele will be listening, primarily during "drive time," those times of day when everybody is on their way to work or on their way home, or during a popular program that attracts the most listeners or, in the case of TV, the most viewers. Before, during, and immediately after news broadcasts are good times for advertising. And, if there are particular programs that carry demographics which are similar to those of your target clientele those would be good times to air your spots.

Air time spots are different from print advertisements because you must say a lot in a very short time, and the listener or viewer will hear or see your spot for those few seconds only. Because of the cost to air these spots and because they are so brief, you will need to hire someone to write and possibly produce them for you so that you will be assured of the results you desire. We are talking about what could amount to several thousands of dollars. It is for that reason that this is not recommended as a cost effective endeavor for the majority of astrologers.

DESIGNING YOUR ADVERTISEMENT

Once you have selected a publication for your advertisement, you must come up with the advertisement itself. Some publications will help you with this. But if they don't, this is not a job for the amateur artist. Even if your computer has graphics capabilities you should not attempt to rely solely on them to create an effective advertisement unless you, or someone you know or works for you, has a background in advertising and design. Otherwise, it should be handled by a professional advertising artist.

Ad Content

Aim for a clean looking ad that isn't overpowered with black ink. Try to be concise with your wording and use as few words as possible to say what you want your prospective clients to know. Avoid writing in paragraph form; bulleted items are easier to read. It is better to buy a bigger ad that is easy to read than to try to cram everything into a small box.

Alternating Advertisements

Don't be afraid to vary the ad with the same publication. As long as you run the same size ad and it is camera-ready each time, you probably won't get hit with a production charge when you change it. Check with the publication's advertising representative to be sure.

Components Of An Advertisement

There are four main components of an advertisement. They are the individual pieces of an ad which, when aesthetically positioned in the layout of the ad, combine to attract attention.

- **Headline.** This is a line of print that draws attention to the ad initially. It captures the readers eye and makes them want to read the rest of the ad.

- **Copy or Text.** This is a brief explanation that supports the headline, e.g., a few lines of text, listing your specialty as Uranian astrology, saying you are a horary, that you offer reports, etc.

- **Your Name.** This absolutely must appear in your ad, no matter what else is in the ad. Name identification is critical in advertising and it establishes credibility. Always use first and last names.

- **Picture or Graphic.** This can be a line drawing or a photo. Photos are best if they are professionally done specifically for print advertising. They grab the reader's attention.

- **Website.** This is critical if you want to send them to your website where they will find articles, etc. written by you about your astrology practice.

A good graphic artist with expertise in advertising art should be able to prepare a variety of advertisements created around the same basic ad format. These variations can be in both size and content with different target clientele in mind so that you can use the ads in different publications as needed.

Promotions

Specials, promotions, introductory offers, discounts, etc., all attract new businesses. If you run the same ad in more than one publication and include a coupon, be sure that you put a code on the coupon somewhere so that you will know which publication the response came from.

Buying Ad Space

Advertising is sold in either column inches or by the fraction of the page. Usually the smallest size ad is 1/20 of a page (in tabloids) and the sizes go up in increments as follows: 1/12, 1/8, 1/6, 1/4, 1/3, 1/2, 2/3, and full page. Other options include strips and boxes as opposed to rectangular sizes.

Be sure that your ads are the correct size for the majority of newspapers or magazines in which they are going to appear. Two 1/6 page ads in different publications may be slightly different in actual size by inches. A 1/20 page ad in a tabloid is usually the same as 1/12 of a page in magazine format. The publication's rate card has the exact ad dimensions and you should follow them to the letter, making your artist aware of them as well. Upsizing and downsizing by the publisher often means additional production charges.

PUBLIC RELATIONS

Public relations, or PR, is one of the easiest, most enjoyable, and least expensive ways to promote and market astrology. Public relations includes networking with people in your community and in your own profession. It means doing a little public speaking, writing or appearing in articles, and submitting press releases about your activities.

PR isn't everybody's forte, but if you're an astrologer, it should definitely be yours. Unless you are a mundane astrologer, an astrologer's job is all about people. That's good, because when you're doing your PR work you will be meeting lots of new people and you will need to be able to build a rapid rapport with them. You will be in the public eye, but you don't have to be a one-person marching band to attract the positive kind of attention that will benefit you in the long run.

Networking

The word "networking" became the catch word of the eighties and is still a well-accepted and effective marketing activity. Networking refers to the deliberate or accidental socializing that we all do with our friends, business associates, and peers, which may or may not lead to new business, but which may result in expanded and increased knowledge of our profession, our products and services, and business in general, by those with whom we come in contact.

- **Structured Networking.** In structured networking groups you usually have a lunch or dinner together and afterwards each individual gets up and gives a very brief, 30-second "commercial" about themselves and their products or services. There is usually a speaker, frequently someone from within the group who shares in-depth information about their products and services. When all of this is over, everyone exchanges business cards, bulk-style, and from then on when any of them encounters someone who needs the services of one of their fellow networking acquaintances, they pass that person's card along with their recommendation. Because one of them has referred the other to a potential client, the chances of them actually becoming a client are excellent.

- **Non-structured Networking.** These groups are more casual and there is less emphasis on getting new business immediately. There are more different ways of networking in an unstructured atmosphere and there are no limitations on the kinds of groups you can join to expand your circle of acquaintances.

- **Volunteer Activities.** Volunteering provides many good sources of professional acquaintances. There are many, many, many of these activities ranging from hospitals, schools, public broadcasting stations, drug rehab centers, facilities for the disabled or elderly, shelters for the homeless, and the list goes on and on and on. But, if you go into a volunteer activity with the sole intention of increasing your business, you will be sadly disappointed and you will, in all probability, alienate the very people with whom you want to form close alliances.

Remember, there is only one reason to volunteer your time and energy to an organization or activity, and that is because you want to do a good service for humanity and support a worthwhile cause. In short, you are there to help others. If you are only there to catch the glory and make friends you would be better off joining another kind of special interest group, because volunteer organizations spell "work." Speaking as one who has donated several thousands of hours to worthwhile causes over the past 40 years, if you aren't available to sit on committees and actually "do" anything, please don't volunteer. You will only become dead weight and your presence, or lack thereof, will be less than appreciated by the other hard-working members. You will create a very negative public relations image for yourself, and by association, for astrologers in general.

- **Service Clubs.** These include Lions, Rotary, Quota, or Kiwanis . They are volunteer clubs, so you should follow those guidelines if you decide to join. It's not that you won't ever benefit from your membership in such organizations, it's just that you can't join these groups with that as your sole purpose. You must be ready to dedicate yourself to the cause at hand, because not doing so will do more harm than good to you as a professional.

- **Special Interest Groups (SIGs).** There are tons of these, such as ski clubs, travel co-ops, collectors clubs, etc. They are fun and have a wide variety of members from diverse backgrounds. Some may be

prospective clients, some may be a source of referrals, and some may turn out to be friends. Again, don't join just to increase business. If your business benefits from the connections you make that's great; if you never get a job lead that's okay too.

Professional networking within your own profession allows you to meet your peers in a non-competitive neutral group where your purpose is to learn and improve yourselves and become more professional as astrologers. Your common goal of improving the image of astrology also results in self-improvement.

- **Allied Professions.** Networking within another profession is a way to learn about that profession. If you want to find clients in that field, networking with them will teach you what they do, what they need, and what their problems are. This can often lead you to a specialty practice which can make you stand out from other astrologers in your community and therefore give you a marketing edge.

- **Civic Involvement.** This is similar to volunteer work except that you are working with government institutions. There is a lot of "politicking," and the bureaucracy can be tedious at best. From a purely contributory standpoint, you will be helping achieve a better community environment. From a business standpoint, the movers and shakers of your community are involved in these kinds of activities and they are some of the most important and influential people you would care to know.

Public Speaking

When the topic is astrology it is easy to find rapt listeners. And what better way to let interested parties know about a topic that you know so well. They will have an expert right there who can answer all their questions! At the same time that you are educating them about the complexities of astrology and astrological consulting, they will be educating you with their questions and concerns.

There are speaker bureaus in most cities and if you can't find one, just call some local clubs and organizations and offer to give a presentation. Don't expect to get paid for this. These are usually freebies, but you might find that some groups do pay a small honorarium.

Press Releases

Press releases are a bit like free advertising. If you have done something important – won an award, written a new piece of software, published a book, etc., let everybody know you did it. Make up a media list to which you can send your press releases at least once every few months or so, depending on your level of activity. Email your releases to your clients, prospective clients, business associates, astrology publications, and any other places you can think of. Press releases do not take the place of regular display advertising, but they do help saturate the media with your name.

Appearing In Articles

One of the best kinds of free press comes from having someone write an article about you. In addition to the exposure you will receive when the article is first published, you will have it to enclose in your emails where it can be quoted in your advertising.

Writing Articles

An excellent way to get publicity for yourself is to write articles. If you can't write it yourself, at least draft it and then have a professional writer or editor, or someone who has a talent for writing, rewrite it for you. Write about what you know. If your specialty is Jungian astrology, stick to that topic. If you are an expert in Ptolemaic delineation, write about that. If Chiron is what you know best, let everyone else know what you know. If you have a new and exciting theory you want to share, put it in writing.

Try to write something that the reader can actually use. So much of what is printed in professional and general interest astrology publications is rambling and repetitious. Also, avoid opinion pieces unless you are voicing a new theory based on research, or are submitting a letter to the editor. Instead of rehashing a problem over and over again, pose possible solutions. And, when writing about things symbolic, give clear examples of how to interpret them.

DIRECT MAIL

If you don't do mass emailings to potential clientele, you should at least send them to your existing clientele and to those who have contacted you but have not yet scheduled a consultation. You might also want to consider doing emailings to people who register at your website. The important thing is to make sure that you are emailing only to people who really could be potential clients, and not just to people or businesses in general.

How many pieces you email and what you email is dependent on what you want to achieve and what your budget will allow.

Letters

A well-written introductory letter to other professionals (non-astrologers) telling them about yourself and your services is one form of direct mail. Make sure that everything is properly spelled, etc. Letters going to professionals should look like they came from a professional. So should letters you email to prospective and existing clients.

Brochures

Brochures should speak for themselves. You may want to design some specifically with introductory offers or specials of some kind to entice new clients.

Newsletters

Newsletters make great emailers – the best, really – particularly to your regular clientele. They are interesting to read and they keep your name in front of your clients and your prospective clientele as well. They let your potential clients know what you know and give them a good idea of what you are like as a person and as an astrologer. They are relatively simple to produce these days with so much desktop publishing software available for your office computer. And, there are public relations firms that can be hired to create newsletters just for you.

I have personally found that informational emailings such as newsletters bring me the most new and repeat business. I usually

write a bunch of short articles and then include a page or two of advertising for my services, reports, and chart service. You can do a regular mailing or an emailing of your newsletter. Or, if you have a website, you can post your newsletter there and send an email to subscribers saying when each issue is published.

Flyers

Flyers are tacky. Period. When they do work they usually attract the wrong clientele. They usually end up in the garbage can. That's usually where they belong in the first place. Email a simple, single sheet, two-fold brochure instead. The cost is almost identical.

Timing

When you email something, think about the time you are sending it. Unless you are emailing something for a holiday promotion, try to avoid mailing anything between about November 10 and January 15. You will rarely get a decent response because people are busy and don't have the time to pay attention to anything beyond the pieces of email they are expecting.

Mail Lists

All the letters and brochures in the world won't do you any good if you don't have a way of reaching your target market. You can (and should) create your own emailing list or you can rent one if you have a specific market in mind such as psychologists, stock brokers, newlyweds, etc. Hiring a temp or an outside service to do major data entry of names (and addresses) can be money well spent, especially if you're a lousy typist.

If you previously worked in another field such as real estate or investment counseling, and you now specialize in financial astrology, you might find that renting an emailing list for real estate agents or stock brokers would give you a better chance of finding new clients. This would be particularly true if you emphasize your knowledge of their profession in your brochure or letter.

Mailing list houses rent regular lists for various rates and can often give you a zip code range you specify. In addition, they can

often do the mailing for a very reasonable fee. Since many of them have bulk mail permits, they can mail for less per piece which means that the fee you pay for their processing combined with the cost of third class postage, brings the total per piece to less than the cost of a first class stamp.

SUMMARY

Marketing is an important factor in every business. You just can't rely on word-of-mouth alone. Referrals are great, but even the smallest of sideline personal businesses like astrology needs to be marketed. So, whether you market your astrological consultations by placing a single ad in a local paper, or by combining several marketing techniques into a comprehensive marketing plan, you're taking the necessary steps to finding and attracting clients. And that's what marketing is all about!

BOOKS BY JOELLE STEELE

<https://www.joellesteele.com>

Joelle Steele began studying astrology in the early 1960's, and began practicing professionally in 1974. Today, the Joelle Steele Seismic Data Collection of over 2,000 earthquakes is available in her book, *The Astrological Prediction of Earthquakes*, and is also part of the Cosmic Patterns research database in the Kepler professional astrologer program. She is also the author of two short books on astrology.

Joelle has semi-retired from professional astrology as of 2022 in order to concentrate on her writing and publishing. But she still consults the stars for herself and her friends, and continues to find astrology one of the most fascinating of endeavors. She has updated most of her books to 2026.

FICTION

Devil's Garden (2026)

Devil's Garden: An Encyclopaedia of Toxic and Poisonous Plants (2026)

The Bones of Creed Howlett (2024)

Death by Orchid (2023)

The Man in the Drawer (2023)

Enterré dan a Tourbe (2023)

Buried in the Peat (2022)

Spider in the Attic (2019)

Reflections (2016)

Delusions (2015)

Shades (2014)

The Rosary Bed (1980) (OOP)

ART

Souvenirs of Europe: Decorative Landscape Etchings (2018)

What Did They Really Look Like? The Art and Science of Depicting the Human Face in History (2018)

Make Your Living As An Artist (2026)

CAT CARE

Cooking for Fluffy: Home-Made Feline Diets (2026)

Cocinar para Fluffy: Dietas Felinas Saludable (2026)

The Holistic Cat (2026)

FORENSICS

Identification Dilemma: The Effects of Decomposition on the Human Face (2021)
Sign Here! Detecting Forgery in Handwritten Signatures (2021)
Quick Guide to Comparing Faces in Photographs (2019)
Guide Rapide pour Comparer des Visages sur des Photographies (2026)
External Ear: Anthropometry, Biometrics, Anatomy, Development, Measurement, Analysis, Forensics, & Authentication of Human Identities (2018)
Face to Face: Analysis and Comparison of Facial Features to Authenticate Identities of People in Photos (2013)
Anthropometry & the Human Face in Photos (1992) (OOP)

GENEALOGY

Researching and Writing Your Family History and Memoirs (2026)
PhotoGen: Photo Analysis for Family Genealogists (2026)
PhotoGen: d'Analyse Photographies pour les Généalogiste Familiaux (2026)
Grandma Helny's Old-Fashioned Swede-Finn Recipes (2004)
A Brief History of the Buzzini, Crosetti, and Martelli Families in Italy and America (1990-2026)
An Illustrated History of the Steele, Furu, and Forström Families in Finland and America (1977-2026)
The Garbageman's Daughter: The Memoirs of Joelle Steele (2026)

ASTROLOGY

The Astrological Prediction Of Earthquakes and Seismic Data Collection (2020)
How to Market Your Astrological Services (2026)
How to Select and Work With An Astrologer (2026)
Introduction to Astrology (2026)

WRITING

Living & Breathing: How to Make Your Characters Come Alive (2023)
Unblocked: How to Expand Your Creativity by Removing and Preventing Creative Blocks (2023)
Desbloqueo: Cómo Expandir su Creatividad Superando y Preveniendo Bloques Creativos (2023)
The Writing Biz: How to Make Your Living as a Writer (1993) (OOP)

POETRY

Perceptions, Passions, and Paradoxes: A Poetry Collection (2014)
A Tapestry of Eden: A Poetic Memoir of Monterey County (2000) (OOP)
The Physics of Love (1989) (OOP)
Thursday's Child (1987) (OOP)
Under A Weeping Sky (1976) (OOP)

INTERIOR-EXTERIOR LANDSCAPE

*English & Spanish Guide to Interior Landscape Maintenance (Inglés y Español
Guía al Mantenimiento del Paisaje Interior)* (2019)

Interior Landscape Dictionary (1992)

Indoor Watering Techniques (2025)

How To Start Your Own Interior Landscape Business (2023)

Human Resource Guide for Horticultural Companies (customizable Word doc)
(2016)

Get The Job & Make A Profit (2025)

Create a Successful Web Site for Your Horticultural Business (1994) (OOP)

How to Market Your Horticultural Services (1985) (OOP)

Soils & Nutrients for Indoor Plants (1989) (OOP)

Plantscaper's Guide to Interior Landscape Maintenance (1985) (OOP)

The ABCs of Indoor Dracaenas and Other Related Foliage Plants (1999) (OOP)

The ABCs Of Indoor Ferns (1999) (OOP)

The ABCs Of Indoor Palm Trees (1998) (OOP)

SMALL BUSINESS

The Small Business Webmaster (2026)

Contract Basics (2026)

Human Resource Guide for Small Businesses (customizable Word doc) (2016)

How to Market Your Small Business (2003) (OOP)

NOTE: OOP = out-of-print.