

ASTROPRENEURS

SYLLABUS



ASTRO^{👁️}TWINNS

FALL 2025 MASTERMIND

WEEK 1:

Unlock Your Astrology

Advantage (The I*AM System)

What's your "cosmic success blueprint?" Dive into our I*AM System, and unlock the archetype that's written in your stars: Innovator, Authority or Maven. You'll understand your strengths, preferences and "entrepreneurial operating system" in a whole new way, setting yourself up for an adventure that affirms and energizes you. No more following someone else's blueprint! Design the next chapter of your life to become more of who you are, not less.



9.20



WEEK 2:

Ignite Your Productivity with I*AM

Work with your natural rhythms, not against them! Explore the 3 key factors that can make or break your fulfillment: time, space and energetic state.

You'll learn:

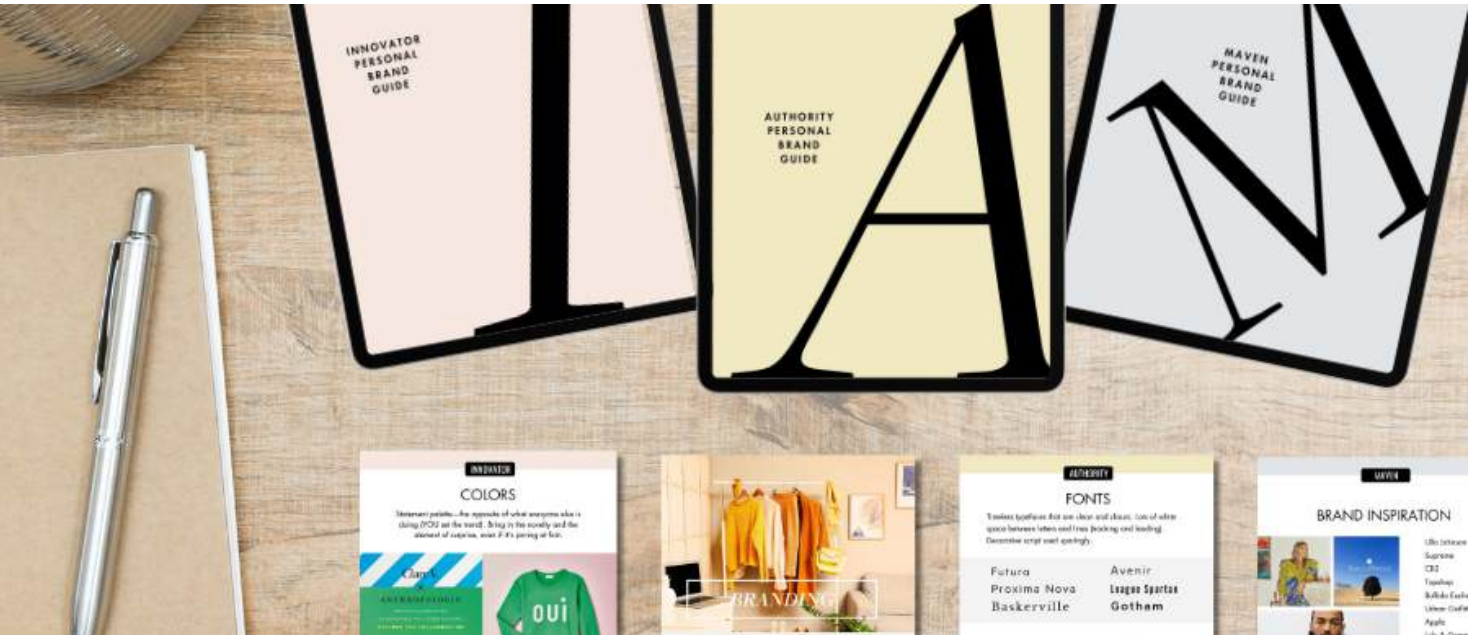
- Time: How each I*AM type can best manage their time and find their "flow state"
- Space: What the ideal workspace setup looks like for your type to maximize pleasurable productivity
- State: How to set a mood that helps you perform at your best

Let's set the stage for success that starts from within!

9.27

WEEK 3:**Who Will You Serve? Your Kindred Spirit Customer**

In this lesson we'll zoom in on your core values and how to anchor them into your business. Through fun, guided, step-by-step exercises, you'll name your superpower, craft a bio unlike any you've written (quirks included!) and identity your Kindred Spirit Customer—the person whose life will be changed by your gifts.



10.4

WEEK 4:**Design Your Personal Brand with Astrology**

From fonts and colors, to tone and messaging, learn how each I*AM type can create compelling visuals, engaging content, clear messaging and marketing strategies that align with your type, make you stand out and resonate with your Kindred Spirit Customer. We'll also walk you through a simple checklist for creating a “starter presence” online while you take your time building your brand. Your visibility doesn't have to include social media yet (controversial opinion, but stay with us!). We'll show you which platforms will feel most natural to each I*AM type.



WEEK 5:

10.11

Create Value, Make Money— Your Pricing & Offerings Map

So...what exactly do you do? Answering that doesn't have to befuddle you or confuse your would-be customer. Maybe you're creating a niche that's a mashup of several unlikely skillsets (Reiki master and bookkeeper...astrologer and vocal coach). Or perhaps you're feeling like a tiny, overlooked speck in a sea of others in your industry, resigned that you'll never catch up. In this lesson, we'll explore all of that with a superpowered set of tools that will help you understand how to set your prices, what your Kindred Spirit Customer deems valuable enough to pay money for, and ways to showcase your offerings that make people say "I need that in my life right now!"

WEEK 6: Your Content & Communications Map

The word "content" can conjure images of a blank page or screen, making a nascent entrepreneur freeze in their tracks. Not on our watch! We'll guide you through the many types of content you can make (and which fit your I*AM), and how to start crafting ideas that will resonate with your Kindred Spirit customer. You'll also learn how to tell your story without feeling exposed or awkward, how to create a "tasting menu" and start your email list. Plus: the 7-11-4 Rule (by marketer Daniel Priestley) that will change the way you think about content creation forever. (P.S. You don't have to be on social media for this!)

10.18



10.25

WEEK 7: Stay Motivated & Crush Your Goals

How do you stay in the game when you hit valleys between the peaks? We'll dip back into our Astropreneur toolkit and guide you through. Get an exact list of energetic motivators that each I*AM type needs to stay engaged and committed to a project. You'll discover the PSRs (Pitfalls, Sabotage and Resistance) that can strike each I*AM type, and how to triumphantly move through them. Plus, a new set of metrics for measuring your progress and success that doesn't leave an aftertaste of shame or lack.



Week 8: Your "Anytime, Anywhere" Launch Map

Almost ready to hang your shingle, announce your debut or drop a new offering? Here are some pathways to help you go public with confidence and ease. You'll learn the 5 phases of a customer journey (hint: selling stuff isn't until phase 3!), and see models of slow, medium and fast-track rollouts. Get a guided tour of the basic items you need to have in place—plus some optional bells and whistles, including do's and don'ts with AI.

11.1



11.8



Week 9: Grow and Flow—Run a Soul-Centered Business with Ease

Sustainability check! What does it take to run your business smoothly as it grows? From email lists to project management to who you should hire next (or first!), you'll get practical and straightforward guidance. We'll share a BTS tour of some of the platforms we've used, from email marketing (CRMs) and payment systems, to community and course platforms and customer service solutions. Learn how to grow your platform without feeling like you have to hard-sell, spend your life savings or beg your besties for "likes." Plus: a fun, soul-centered spin on tools like the MVP (minimum viable product) and funnels (no need to run off screaming), that will help you feel relaxed and trusting, instead of anxious and controlling!

Week 10: The Path Ahead—Your Implementation Map

You got the map, learned your cosmic success blueprint, started working on key pieces of your business. Congratulations—you now have the freedom to choose your own adventure! Together, we'll self-assess: Do you still feel passionate about this idea, do you need to partially pivot or are you moving in a whole new direction? As you move into the next phase of your journey, implementation, find where you fall on the 4 pathways to sustainable success. We'll do a guided exercise to help you outline your next short-term and long-term steps. You'll walk away with a clear idea for how to move ahead on your journey.

11.15



Abundance Coaching

3 BONUS SESSIONS!

Break through that core layer of mindset blocks with Internal Family Systems (“parts” work).



We're thrilled to welcome Everett Considine, co-author of *Rezoom* and a certified Internal Family Systems (IFS) practitioner, as a special guest coach in this mastermind.

Everett has created a series of highly regarded online trainings that have guided thousands of people through deep inner work—helping them release limiting patterns, reconnect with their Authentic Self, and step into greater freedom and confidence. His programs are known for blending psychological insight with practical, actionable tools that lead to real-world transformation.

In this mastermind, Everett will bring his signature parts work approach to abundance—showing you how to:

- Recognize and unblend from the inner parts that resist growth, visibility and receiving
- Transform scarcity-driven patterns into supportive allies for your success
- Access your “manifesting zone,” where aligned opportunities and ideas flow naturally
- Build your business from a place of authenticity, confidence, and wholeness

Fall 2025 Mastermind

LIVE ZOOM MASTERMIND SESSIONS

10 Saturdays from 12-2pm ET/9-11am PT

Week 1: September 13

Week 6: October 18

Week 2: September 20

Week 7: October 25

Week 3: September 27

Week 8: November 1

Week 4: October 4

Week 9: November 8

Week 5: October 11

Week 10: November 15

3 BONUS IFS SESSIONS!

with Everett Considine

Thursday, September 25

7-8:30pm ET/4-5:30pm PT

Thursday, October 23

7-8:30pm ET/4-5:30pm PT

Thursday, November 6

7-8:30pm ET/4-5:30pm PT

Live Zoom coaching to help you identify “parts” of yourself that may be unconsciously blocking you from moving forward with your visionary plans and dreams.