

Nail Your Niche

Day One

Your Ideal Client - Read for the sign on your natal 4th House

Why the 4th house? When looking at your Natal chart, your 7th house shows your relationships. In your natal chart, your 4th house is the 7th of your 10th house of career and business. It shows your working relationships, or ideal clients.

What your ideal client needs from you....

Cardinal (aries, cancer, libra, capricorn)

Your ideal clients want you to help them begin something. They need your motivation, inspiration, and encouragement. They need your support in ripping off the band-aid and entering into the unknown and discomfort in hopes of creating a new life. Inspire them. Encourage them. Help them be willing to make the leap.

Fixed (Taurus, Leo, Scorpio, Aquarius)

Your ideal clients help stabilize their success, comfort, and lifestyle. They want consistency. They want to be reminded that things can be maintained overtime. They want to know that rest is possible and that even in a changing world that there are systems in place to help them maintain their current status without as much effort. They want to make right now luxurious, enjoyable, comfortable, and steady.

Mutable (Gemini, Virgo, Sagittarius, Pisces)

Your ideal client needs your help letting go of what isn't working. They're sitting in a place that is no longer comfortable. You don't need to provide a solution or strategy. But rather remind them that it's okay to let go of what has outlived its usefulness. To get comfortable stepping into the unknown. To be malleable. To prepare for change by slowly (or rapidly) releasing. They need your help evolving, adapting, and dealing with the fact that nothing is permanent.

The realm that you work in with your ideal client

Fire (Aries, Leo, Sagittarius)

You're working with their creative energy, motivation, inspiration, and passions. Their vital energy and how they are spending it.

Air (Gemini, Libra, Aquarius)

You're working with their mindset, message, communication, and intellect. How is their mind working to create what they desire in the world. How are they expressing their vital self?

Water (Cancer, Scorpio, Pisces)

You're working with their instinctual, intuitive, and emotional self. The inner world and the feeling self. This is healing work. Soul balm work.

Earth (Taurus, Virgo, Capricorn)

You're working with their efforts in the world. The work they are doing, the way they are utilizing resources, what they have. What is the energy they are putting out into/holding onto DOING in the world. What is being built?