



**ASTROPRENEURS** *monthly mastermind with the astrotwins*

APRIL 2022  
**HELLO**



**SOUL-CENTERED. STAR POWERED. VISION-DRIVEN.**

*Let's build our dreams together!*



# APRIL ASTROPRENEURS LINEUP



## PLAN IT BY THE PLANETS



### **Delivered to your inbox!**

A handy guide to the monthly transits so you can plan it by the planets all month long.

Sun sign seasons, new & full moons, retrogrades and more. This printable booklet is your new best friend for monthly planning.



## APRIL MASTERMIND



### **Hello is our theme for April!**

How can you powerfully and clearly introduce yourself? As a soul-centered entrepreneur you might be inventing a new niche or field of work. This month, we'll create ways to explain "what you do" —no matter how new and different it may be!



## SOUL-CENTERED SKILLS SESSION



### **Guest Expert , David Vox**

Marketing + Business Development Expert

*Tuesday, April 19, 2PM EDT*

Astrostyle's former marketing advisor David Vox "inspires leaders to come home to themselves" with his trailblazing methods, which he'll share with us!

# HELLO APRIL!

## STARRING SIGN: ARIES



April kicks off with the Sun in Aries, the first sign of the zodiac. This irrepressible fire sign prizes individuality and will try anything once—especially if nobody else has.

Aries is a leadership-driven cardinal sign—one of the Influencers (I) in our I\*AM system. Courageous and competitive, Aries loves to be in charge and never backs down from a challenge.

## PLANETARY MASCOT: MARS



Mars is the ruling planet of pioneering Aries. The red planet is symbolized by the mythical warrior and rules action, energy and competition. Mars fuels our drive and fighting spirit, giving us the confidence to champion ourselves and our businesses.

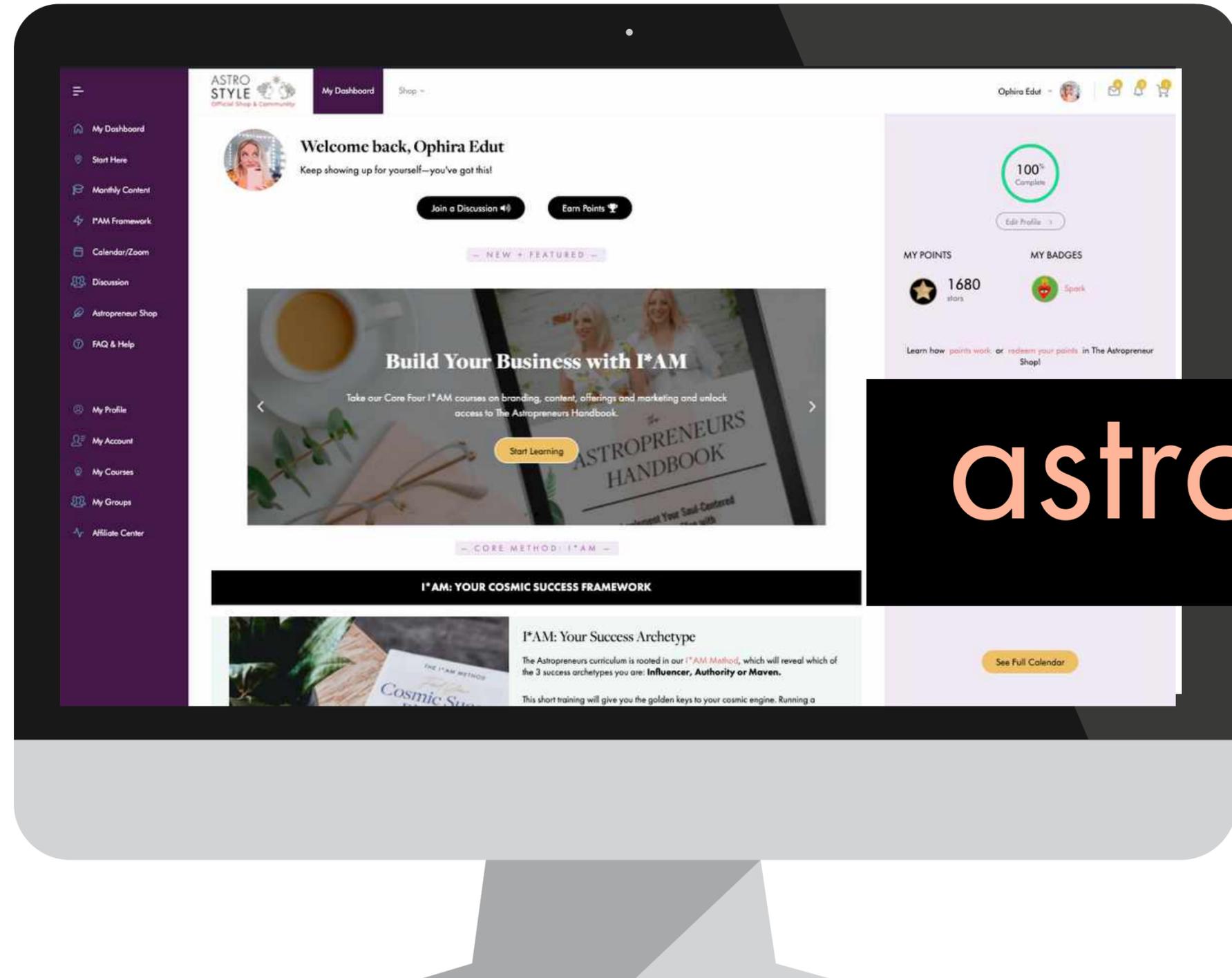
# APRIL THEME: HELLO

## THIS MONTH WE'LL WORK ON

- Powerful introductions
- Clarity around "so what do you do?"
- Telling your unique story
- Finding and articulating your superpower
- Conveying both credibility and humanity
- Saying "hello" with confidence



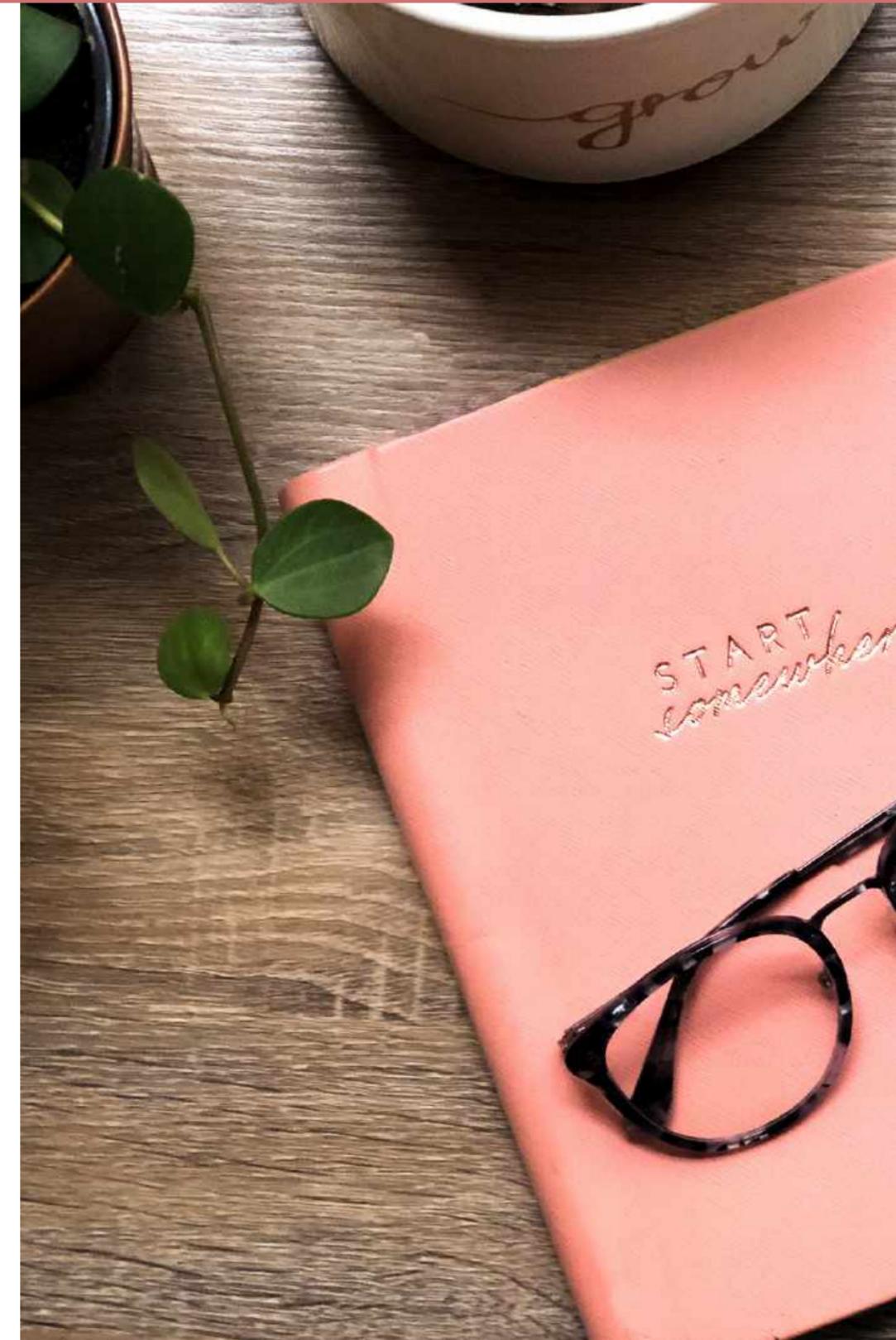
# OUR NEW HELLO! MEMBER DASHBOARD



astropreneurs.co

# IN THIS LESSON, YOU'LL LEARN:

- The anatomy of an irresistible "Hello"
- Your superpower
- How to convey the perfect mix of credibility and relatability
- The art of the humblebrag



# THE 3 PARTS OF A POWERFUL HELLO



YOUR SUPERPOWER

+

YOUR CREDIBILITY

+

YOUR HUMANITY

=

*A powerful hello.*

# Your Superpower

# 1

## STEP 1: YOUR SUPERPOWER



Aries is the sign of the  
**HERO.**

Every hero *has a* superpower.

## STEP 1: YOUR SUPERPOWER

# Your superpower starts with an action verb

*find yours!*

I provide

I design

I help people

I show people how to

I teach people

I produce

I own

I create

I run

I manage

I consult

I organize

I host

I plan

I deliver

I make

I write

I counsel people on

I heal people from

I coach people on

I arrange

I build

I treat

I cure

## STEP 1: YOUR SUPERPOWER

Every hero also

*has a*

**MISSION.**



That mission requires your superpower.

## STEP 1: YOUR SUPERPOWER

# Who does your superpower help?

New parents

Small business owners

People in debt

Families dealing with grief and loss

Pet owners

Trauma survivors

Women in their 50s changing careers

First-time home buyers

Latinx bloggers

Nashville-area songwriters looking to break into the music industry

Non-profit owners who want to learn the secrets of successful grant-writing

People curious about the emotional benefits of plant medicine



## STEP 1: YOUR SUPERPOWER

# How do you help them?

*use an action verb!*

I provide healthy meals

I design award-winning websites

I help people build their brands

I teach people to write grant proposals

I produce live dramatic shows

I own a vegan bed-and-breakfast

I host open-mic nights

I read astrology charts

I plan people's finances

I assist divorcing women

I heal people with trauma

I coach cancer survivors

I channel departed loved ones

I conduct plant medicine ceremonies





Write it down:

Your superpower action statement:

**action verb + what you do/who you help**

"I help *new parents*"

"I code *educational apps*"

"I coach *actors over 40*"

"I own a *performance space for undiscovered artists*"

## STEP 1: YOUR SUPERPOWERED PROMISE

# The Promise: What transformation does your superpower make possible?

**my superpower helps them...**

- Regain autonomy after divorce
- Tell their authentic story on stage
- Stay sexually vibrant after age 65
- Try plant medicine for the first time without reacting badly or freaking out
- Navigate the college application process
- Make important life decisions with confidence
- Increase their income by 200% minimum
- Choose the right private school for their kid
- Balance their hormones through diet
- Find workout partners in their zip code
- Date after losing a spouse or partner

# Write it down: Promise statement



**what does your superpower make possible?**

"New parents can actually sleep, eat well and enjoy their newborn"

"Non-designers can build and maintain beautiful websites"

"Actors over 40 can still break into the business"

"Undiscovered artists can perform at my venue and build fan bases"

# SUPERPOWER SCRIPT - SERVICE PROVIDER

## Promise statement

teach

| \_\_\_\_\_

action verb

vegan parents

\_\_\_\_\_

who your superpower helps

to

make healthy,  
kid-friendly meals

\_\_\_\_\_

what you do/make/offer

so that they can

maintain their healthy lifestyles  
with the stress of a new family.

\_\_\_\_\_.

transformation/new possibility/promise



# Promise statement

I built an algorithmic tool for  
action verb what you do/make/offer

creative and spiritual entrepreneurs so that they can build successful businesses guided by their birth charts.  
who your superpower helps transformation/new possibility/promise





## YOUR SUPERPOWER



# Your Turn! Breakout Rooms

**Share your superpower  
action statement:**

"I help *new moms*"

"I create *wizardly widgets*"

"I coach *actors over 40*"



# Credibility

## STEP 2: CREDIBILITY

A woman with curly hair, wearing an orange long-sleeved top, is shown in profile, looking upwards and to the right with her hand on her chin in a thoughtful pose. The background is a solid light blue color.

“Wait, **WHAT** do you do?”

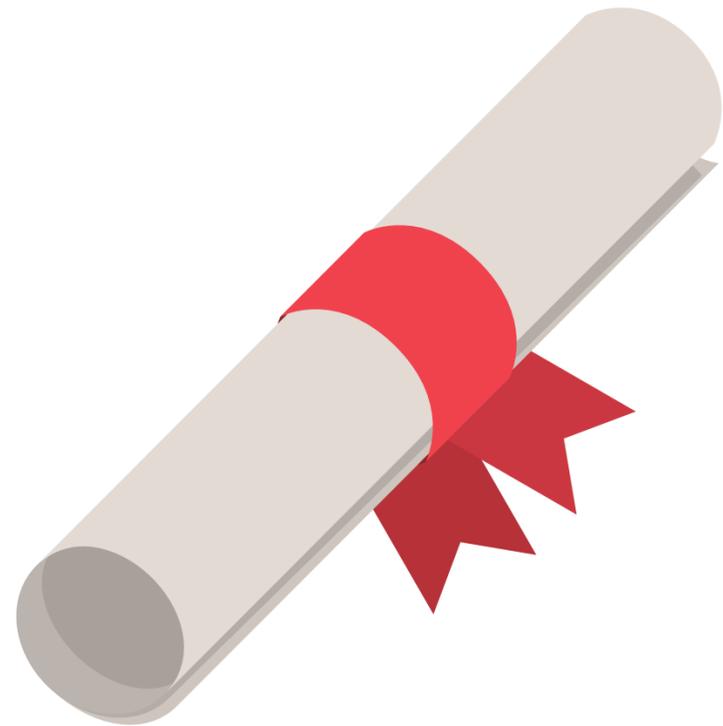
Soul-centered entrepreneurs are making it up as we go, breaking barriers and inventing new niches.

As a result, our amazing offerings can sound confusing, unclear, out there, weird or just...not the way we want.

We may also be new to our field and lack the experience to gain people's trust or prove ourselves.

## STEP 2: CREDIBILITY

So, what can you do about that?



Borrow credibility from  
your "former life"  
and use it as a strength  
and a stepping stone

## STEP 2: CREDIBILITY

# Career Credibility

*compare...*

"I'm a spiritual finance coach"

*to*

"I'm a **certified public accountant** who used to audit large corporations. I now coach people struggling with debt and help them pay off their bills without sacrificing their happiness."



## STEP 2: CREDIBILITY

# Education Credibility

*compare...*

"I'm a spiritual counselor"

*to*

"I'm an **ordained minister with a Masters in Divinity** and I taught comparative religion for 15 years. I left academia to help people struggling with depression regain emotional and mental health using spiritual tools from traditions around the world."



## STEP 2: CREDIBILITY

# Life Experience

*compare...*

"I'm a stay-at-home mom and a coach."

*to*

 "I **raised three children, one with special needs**, and became a master at navigating the school system and organizing my family's time. I just opened a practice coaching parents of special needs kids how to manage stress, get school services and live balanced lives."

## STEP 2: CREDIBILITY

# Day Job Drone to Intrapreneur

*compare...*

"I'm a client success manager"

*to*



"My **official title is** client success manager, **but my clients call me** The Funnel Queen because I help them build sales emails that increase their revenue by a 200% minimum."

# Write it down: Credibility statement



**what past experience gives you credibility?**

Career credentials

Education credentials

Life experience (parenting, overcoming illness)

Results created at your current job

## STEP 2: CREDIBILITY



# Your Turn! Breakout Rooms

DISCUSS:

What credibility from your former life could you leverage?



Your Humanity

## STEP 3: HUMANITY

# *A touch of quirk makes you human*

When you're presenting yourself as an expert or guide, it helps to share some real, relatable detail about yourself that makes people let down their guards.

## STEP 3: HUMANITY



# The Pratfall Effect

A 1966 social psychology experiment called The Pratfall Effect discovered that people who are considered highly competent are found to be more likable and attractive when they perform a small everyday blunder. Because these people were viewed as “superhuman,” a small mistake allowed others to better humanize them, and thus, like them more.

## STEP 3: HUMANITY

What's something unique  
about you?

**A signature trait**

("I'm known for...")

**A surprising detail**

("What you might not  
know about me is...")

## STEP 3: HUMANITY

# Signature Traits + Surprising Details

### **FUN/SIGNATURE TRAIT:**

Always has a scrunchie

Macaroni and cheese freak

Obsessive knitter of neon beanies

Always wears one purple item

Karaoke queen

### **MOVING:**

Became a widow at 35

Proud parent of a child with autism

### **UNEXPECTED:**

Convert schoolbuses into hydroponic gardens

### **LIFE TRANSFORMATION/ACTIVISM:**

I'm a high school dropout with dyslexia who almost went to prison until I learned transcendental meditation at 18. I now own an organic grocery chain with locations in six states and create meditation programs that are taught in high schools to neurodivergent teens.

# Write it down: Humanity statement



**what makes you relatable and/or real?**

Signature Trait  
Surprising Detail

# 4 Humblebrag

HUMBLEBRAG

**Aries is not afraid**

*To*

**OWN IT.**

# HUMBLEBRAG

*social proof*

Modestly claiming your recent results boosts credibility and helps build trust in your superpowers.

## HUMBLEBRAG: KEEP IT TIMELY (AND HONEST)

I was recently honored by

I was recently awarded

I was recently invited to

I won a competition

One of my clients recently

My client saw sales increase by

My success rate is

I helped a patient achieve

I helped over 5,000 people

I recently did a session for [name drop an influential person]

Last year, I traveled to

My work was featured in

My work was recognized by

# Write it down: Humblebrag



## **what's a recent or proud accomplishment?**

Awards, recognition, praise, media buzz

Results (sales, number of people reached)

Helped someone produce a measurable result

Elected or appointed to a leadership role

Made a change in your community or organization

# YOUR SUPERPOWER DECLARATION

Put it all together and say

*HELLO!*

# YOUR SUPERPOWER DECLARATION

Hi, my name is \_\_\_\_\_.

## CREDIBILITY SUPERPOWER

I'm a **former school administrator** of 10 years who now **uses Feng Shui** to help **elementary school teachers** design classrooms that inspire kids to feel at ease so they learn and participate more.

## HUMANITY

**What you might not know about me is:**

I'm obsessed with Corgis and have rescued 10 of them!

## HUMBLEBRAG

**I'm proud to say that** my state's Board of Education has just invited me to pilot a Feng Shui program in 3 school districts.

PRACTICE, PRACTICE PRACTICE

# Where will YOU say hello?

Social media bio and intro video

About me page

Website bio

Profile pages

Networking events (IRL and online)

Masterminds and groups

With total strangers!

