HOW TO BECOME A PROFESSIONAL ASTROLOGER

and other career tips



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How to Become a
Professional Astrologer
and other career tips

by BOB MARKS
from an NCGR Conference

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This is about how to make a living as an astrologer without winding up homeless or insane. Well, I did one of those. I have a home. Ironically, I am here talking about how to make a living as an astrologer and Pluto, by transit, is station square my rising sign…

Of course Venus came in; so I have both Pluto and Venus square my rising sign, Venus being the ruler of my second house, and we all want to know the meaning of Venus going over the Sun. For two weeks nobody called me for charts. So here I am giving a lecture on how to be a successful astrologer…

The first thing you do is check your own horoscope. We are all astrologers. Hello! Take a look. This is going to tell you something. What is on your second house cusp? Just look at your second house. That's the money house. Then look to the ruler of the money house. I happen to have it in the tenth house. So how would I make money? I have to be before the public. Somebody else may have it in the fourth house. It depends on where the ruler of that second house is.

2. MONEY

Rule Number one: Once you get it, please don't blow it. The first thing, once you have an astrology practice, make sure you have enough saved up to get through one or two months if nothing comes in. I figured I would save up for a couple of weeks and I barely made it this last time. I put money in a retirement account which is something you should do too. When you are self-employed, there is nobody standing over you with a whip making you put money away for retirement. Put some money away for retirement. You have to do that. You have to have what the late Richard Boone called, "Go to hell money." He said if you have enough of that, somebody comes to you with an offer that you don't want to do, you can tell them to go to hell.

Figure out what is comfortable for you. You know. Maybe you'll need one or two months of money or three months of money. You have that in a savings account. If something happens to you, you can live; you can pay the rent. Of course, if you have the Moon in Cancer like me, you have to have several years of money to feel safe and secure. And of course you have to keep it under the bed or mattress so you can reach down during the night to make sure no burglar has come in and stolen it.

Again, these are the things. None of us has worked for anybody else. We work for ourselves. We have to take care of everything, the insurance, the health care. Make sure the retirement fund is in good shape. We have to take care of our own money because mainly people come to us. That is one of the

If you have a strong Mercury, you could write a book. By the way, it is very easy to self-publish a book these days. I took a course a year ago at *The Learning Annex*. It was a one-day seminar. They have this thing now, because of computers, called 'Print on Demand.' It costs between $300 and $2,500 to publish your own book and get it on Amazon.com and elsewhere on the Internet. The person who gave the course said that if you are paying more than $500 to have your book self-published you are probably getting ripped off. So, again, if you just go around doing charts, you are an astrologer. If you publish a book, you are an authority. Or if you publish an article.

Again, if you get any publicity at all, cut out the article, make a bunch of photocopies. Get a publicity kit. Every little bit of publicity you get. You get interviewed on a show. Tell your clients. Tell them to watch. You have a newspaper article. Get several copies of that newspaper and cut out your article. If you make a forecast in a newspaper article, make sure the forecast has to do with something far in the future. Hey, we are only human. Astrologers make mistakes too.

AUDIENCE: *I know an astrologer who sends birthday cards out every year reminding the client it is time for an update.*
BM: Perfect. My dentist does that. You get their address and send out cards. It is a bit of extra work but get their address. This is something I should have done but with my Pisces rising and Moon in Cancer, I never did. I was waiting for the Virgo to come in and do it for me. That's right, send out cards to people. Get the address of your clients. Keep a list of your clients and their addresses. And it is so easy these days with a database. Just make sure you keep backing up the database. Print out a hard copy now and then. Send them birthday cards. Send them reminder cards.

Here is something else. If you look through your client's chart and see something coming up, give them a phone call or send them a reminder that