
A Business Name That Means Something

Dear Joanne,

Thank you for your enquiry for A Business Name That Means Something. You indicated that it is for a jewelry and crystal (healing/therapy) business. I also visited your current site to get a feeling and an understanding of the type of creation you are trying to achieve with your business.

These business name suggestions I have sourced from your calculated natal chart (based on the birth information you provided) using international western astrological techniques.

Suggested business names

Jewels by Joanne

Jewels and Crystals by Joanne

Astaria Jewels and Crystals

Crystal Energy Jewelry

Jewels by Jupiter

Comments:

- You did mention that you would like to use your first name if possible and this decision is supported by the astrology as you have a strong first house Sagittarius Sun which lends itself to personal promotion and is an indicator for you to use your *known name* in any business you create. You gain strength in any venture with your name in it (not your initials).
- It is always better to have the main keyword, in this case the word *jewel*, first in the business name as Google tracks it that way for SEO and page rank.
- Astaria means “from the stars” and it is a word to describe the star like formations also found within precious stones sometimes as an occlusion (you probably know this).
- Jupiter is your personal horoscope’s ruling planet. The term “by Jupiter” is an old fashioned way of saying “my goodness” or “gosh” in a nice way.

* * *

Suggested terms, keywords or phrases

to be used in promotional material, advertising or brochures

Handcrafted.

Original.

A fresh selection.

Exquisite precious stones.

Precision cut details. Green, Peridot, Jade.

We offer a cosmopolitan collection of fine jewels and crystals.

Our jewels speak for themselves, let them say something about you.

Express yourself through our unique designs.

Natural crystal and jewels from the Earth.

Created by nature and handcrafted by us to reveal the beauty shimmering in each gem.

Spiritual amulet jewelry to wear with purpose.

Each piece has it's own story.

Guaranteed *conflict-free* gemstones.

Comments:

The career sector of your horoscope is in Virgo and ruled by Mercury the *messenger of the Gods* and he rules trading, commerce, deal-making, craftsmanship and handiwork. This is good for multiple small deals every day. It is concerned with the little items, details and precision work of all kinds.

* * *

Suggested colours

Each chart has related colours that become predominant depending on what you want to do. Your chart indicates that the main colours for a business for you are:

- **Peridot green** (between yellow and emerald green similar to a lime green) with a dash of **white** (like lightening). The *paisley* pattern is also indicated.

Two particularly good colours for you *personally* which you can wear daily for individual power and presence (perhaps in a jacket or scarf) are:

- **Sapphire blue** (Royal blue) and **gold** accents (swirls, piping or accessories).

* * *

When to register your business

Here I considered the viability of dates from January 2013 onwards in relation to your natal (birth) chart. I determined good windows for business prosperity.

Clearly one can start a business at any time but the idea is to work with the celestial indicators for growth and sustainability.

Dates for you to start a business in 2013

February 7th or 8th

April 14th, 15th or 16th

June 10th

September 13th

If you do start your business early on in the year you can use the later dates to promote yourself or push deals or otherwise make leaps forward in your business.

Important notes:

- Do not make or finalize big decisions from now (December 2012) until January 29th, 2013 or between November 23rd, 2013 to March 6th, 2014.
- Use these periods to work through processes, prepare promotional literature, discuss your visions, plan international travel, strategize or design drafts and layouts etc.
- Do not *sign* papers (legal contracts, partnerships, rental agreements etc.) between February 23rd to March 17th, 2013, or between June 26th to July 19th, 2013, or between October 21st to November 9th, 2013.

Papers signed during these times will probably have to be redone, renegotiated or will be renegaded upon by the other party. Use these periods to double-check the details and read any fine print. If you absolutely have to *sign* at these times have an agent (another expert, lawyer or personal advisor) present during the negotiations.

* * *

Where to register your business

You wondered about the viability of registering your new business in Mumbai or Hong Kong. I have carefully considered both places in relation to your birth chart for a good future going into 2013 for you and I have come up with the following suggestions:

A Business in Mumbai

If you register your business in Mumbai next year it will attract:

- Initial fluctuations in it's fortunes (which should stabilize after two and a half years)
- A *spiritual* direction that you can develop if you wish
- Healing and therapeutic properties
- A “feel good” emotion and a personal satisfaction about your business as you offer something (therapy or healing) other (intrinsic properties) than the actual goods you are selling.

A Business in Hong Kong

If you register your business in Hong Kong during 2013 it will attract:

- A large cosmopolitan and international clientele.
- Silent supporters or secret champions of your endeavours.
- A youthful, modern and trendy image.
- Good internet reach.
- The need for you to *avoid* debt, loans, financing and finding yourself in the position of “owing” (money or favours) to other people which could escalate out of hand.
- Emotional strain on your private life (probably due to the long hours).

* * *

Thank you for the opportunity to work on your business venture with you at this early developmental stage of its creation.

I look forward to hearing from you.

Best regards,

Alison