

Ep. 116: Ask an Astrologist – How To Use the Stars To Scale Your Business



Full Episode Transcript

With Your Host

Rachel Rodgers

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Colin: Use otherworldly energies to help you stand in systems and deny its power over you.

Rachel: Yes.

Colin: And with other people because people, when they share convictions, it's a force multiplier, we're seeing that here today.

Rachel: Yes.

Colin: You just rise to the highest level of maximum possibility because you're using other worldly energies to transcend non worldly bullshit.

Rachel: I love it so much.

You want to make more money? You are in the right place. Welcome to the *Hello Seven Podcast*. That's seven, as in seven figures. I'm your host, Rachel Rodgers. On this show, it's all about you and your money. We talk about how to maximize your earning potential, how to make better financial decisions, and how to find your million-dollar idea, that genius business idea that's going to make you a whole lot more money. I'm here to show you how to expand your income and expand your confidence, power, and joy.

If you are a woman, a person of color, a queer person, if you're a person living with a disability, or you don't fit the stereotypical image of what a millionaire is "supposed" to look like, this show is for you. No matter who you are or what you do for a living, you could be earning a lot more than you currently do. Your journey to wealth starts right here.

Rachel: Welcome to the *Hello Seven Podcast* here live at ROI The Millionaire Summit. I am sitting here with my delightful friend, Colin Bedell.

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Colin is the co-founder of Queer Cosmos. If you do not follow him on Instagram you need to fix that and remedy it right away, okay?

He is also the star of a brand new TV show called Written In The Stars on Discovery Plus. He has also been featured in every press and magazine including Good Morning America and MTV and New York Magazine, and all the places. And he's written two amazing books, A Little Bit of Astrology and Queer Cosmos: The Astrology of Queer Identities and Relationships.

Colin: You got it.

Rachel: Amazing.

Colin: Thank you. Thank you. Thank you so much. Thank you, thank you.

Rachel: So what we are going to do during this podcast is I'm going to hand it over to Colin and he is going to tell all my business, which I don't know how I feel about that.

Colin: I know.

Rachel: But let's find out.

Colin: Well, you are a Sag moon, so I think you'll appreciate a little bit of candor, as long as it's approached with Libran sensibility and balance.

Rachel: Yes.

Colin: I'll make sure that we do. But I also just wanted to acknowledge two things. We could not be doing a more Aquarian event. Yeah, I think we all know why, right? Rachel, your whole business is making sure that folks who are historically excluded have access to opportunities and education

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for financial wealth and for financial sufficiency, and that's all Aquarius energy wants, right?

When I think of Aquarius I think of a quote by a Capricorn, but he had Mercury in Aquarius, Martin Luther King. He said that we are all in an inescapable network of mutuality.

Rachel: Mm-hmm, correct.

Colin: An inescapable network of mutuality, that's Aquarius.

Rachel: Yes.

Colin: And so Aquarius helps us develop a framework around that like nobody's business. And I think it is just kind of challenging to imagine, right? Like, how are we connected to one another, right?

Rachel: Yes.

Colin: So this opportunity, this summit is incredible. And then the second thing I just wanted to say, if anybody has grown up in a Spanish speaking family or has watched the documentary, the world's greatest astrologer came from Puerto Rico, Walter Mercado. Oh my God, I just cannot believe I'm in his like land and talking about astrology. I'm like what is going on? And then I'm with Rachel Rodgers.

Rachel: It's all meant to be.

Colin: It's too much.

Rachel: It's too much.

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Colin: This is too much for my Gemini brain. But anyway, I just wanted to say that because, yeah, he's just the icon of all.

Yeah, so astrology is, I think, an incredibly accurate and helpful tool to develop personal insight. And I think what it does is it helps us understand who do I want to be to do what I want to do professionally in order to have the economic resources to make it happen, right?

So it addresses the precondition of being. And when we are in that state, that generative context creates so much opportunity and availability. And like Sonya was saying, who is basically an astrologer, I don't even want to say basically. Ms. Sonya will read your chart.

Rachel: Yes.

Colin: We were doing it yesterday.

Rachel: New career path.

Colin: Yes.

Rachel: Add it to her bio.

Colin: The spirit identification, it's a perfect continuation of it. But you were addressing that as well. Just like when we really know who we want to be, it creates a context that attracts the circumstances, situations, events, and relationships that serve our self-actualization. And I know that almost sounds like, wait, what? What are you talking about?

Rachel: I feel like I'm talking to a professor. Do you have a doctorate?

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Colin: I'm a south shore Long Island boy. Yeah, I did get a master's degree from Parsons new School Of Design. I studied fashion, but that's it. No, no, no doctorate. But yeah, I just think astrology is that foundation that could help us not just develop personal insight, but also the relationships, right? The sole determiner of our life quality is relationships and astrology attracts us to people, right?

Rachel: Yes.

Colin: Doesn't it? Like Rachel, meet Robert. Robert, you're assigned to this one. You're assigned to Maddie. And there's just this cosmic intelligence going on, and when you understand astrology, you understand the vocabulary and the details of that in ways that I think are miraculous, frankly.

Rachel: Yes. It's so interesting because we were just in my greenroom, having a conversation about like, what's your sign and what's your sign? And noticing how I surround myself with similar signs, right? So like all the people around me, there's a small group of signs that are most of the people around me, which is so funny.

Colin: And it's Sag and Libra.

Rachel: Sagittarius, Libras, I'm surrounded by Libras. My daughter, my house manager who is a member of my family, my mother-in-law is a Libra, I have Libras on my team. So yes, lots of Libras. Sagittarius of course. I love Sagittarius, even though they drive me nuts.

Colin: Robert's Sagittarius, okay.

Rachel: So fun. So fun that they will make you mad.

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Colin: They're a fire sign, they got to like wake us up.

Rachel: Yes, exactly. I also love Scorpio energy.

Colin: Okay, that's interesting you mention that. Any Scorpions here? Yeah, of course, I love it.

Rachel: So my sister is also a Scorpio, right? And so my friend Sonya, my hairstylist that I spend time with every single week, right? And we're always talking about astrology. I just love, I love Scorpio. I love burn it down energy.

Colin: Oh God, I know. Create something we love.

Rachel: Yes, exactly. Also too, I was just saying in the greenroom there's a certain demand around Scorpio for respect.

Colin: Yes.

Rachel: And I love that.

Colin: Yes.

Rachel: That's so good. So, yes.

Colin: And Amy, who we saw speak today, miraculously, a Scorpio too. And just her story expresses, I think, the transformational energy that the zodiac sign inspires us to really tap into. And the reason why I love astrology is when you hold all of the zodiac signs in this kind of circle of oneness, because that's what it is, you start to really understand that each one, no more or less than another, has a really holy and sacred function.

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Rachel: Yes.

Colin: And I think what I also appreciate about it is that astrology helps us develop personal insight, free from societal systems, family systems, religious systems, right? Like this is who you are, but then it is an incredible lens for relational awareness.

Rachel: Yes, exactly.

Colin: When you realize, oh my God, so a Scorpio isn't a Gemini? Other people aren't me? You're kidding. And you are not other people? And then who are we going to be in the space of that negotiation and compromise? So I just love it.

Rachel: I love it, too. My husband is a Leo.

Colin: Oh, opposite signs.

Rachel: We've been together 18 years now, which is banana cakes to me. That flew by, but he has a, is it a Cancer moon?

Colin: Thank you, we got the chart.

Rachel: And I only learned that recently, which helped me. I'm like, "Oh, so you're more sensitive than I realized." And now that I know that I'm like, oh my gosh, there's so much peace in our relationship because I'm like, oh. And Aquariuses are known for being cold.

Colin: It ain't polite to say that, but –

Rachel: He was like, "I wasn't going to say it. But since you did, it's true."

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Colin: But again, each zodiac sign has a function.

Rachel: Yes.

Colin: Cancer's expression is what does it mean for me to belong to myself when I name, normalize and express emotion?

Rachel: Yes.

Colin: That's cancer, that's what they have to do.

Rachel: I mean, my son Jet is a Cancer and you would know it because you come in my house and there's a lot of emoting. Either it's a lot of jewelry or a lot of anger or whatever, it's big every time.

Colin: Aquarius is a little different, right? It's a little bit more about community.

Rachel: Yes.

Colin: And Aquarius introduces critical awareness of the thoughts that give us stress.

Rachel: Yes.

Colin: So there's this approach that all Aquarius is cold. No, they're just bringing a sense of critical awareness into emotions that maybe can debilitate us.

Rachel: Well thank you. I mean, but I agree, it's more analytical. And it's so funny, because when I hang out with Robert and Susan, they're both like, "Oh my God, look at the stars. Look at this flower. Oh my God, I'm going to

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cry.” Like they cry over the flower or the sunset or whatever. And I’m like, “It’s nice.” I’m just like, I’m not feeling what you’re feeling. I don’t know.

Colin: What is this bringing up in you?

Rachel: Yeah, exactly. Why is the orchid making you cry? It’s beautiful, I get that.

Colin: We are air, fire, and earth. And isn’t that just, again, astrology giving us that language to help you feel like there’s absolutely nothing wrong with you. And there’s absolutely nothing wrong with them for having a spiritual experience to a flower.

Rachel: Yes, God bless. God bless you. Exactly, it allows you to really celebrate everybody and their differences. And also just being able to see how you relate. But one of the things that I love in relation to money is that it’s another way, it’s another tool for you to know yourself better.

And the better you know yourself, the better you can build a business model that works around you and how you function, right, and build a company culture and a brand that works around you and how you function.

And when you do that, you will be committed to that brand long-term. If you build something you don’t love, that doesn’t connect with you deeply, that is requiring you to put yourself in a box or be different than you naturally are, it’s not going to be successful because you’re going to hate going to work, right?

And then this is why like for all of my employees, we do all these assessments. I don’t do it so just like I can only hire Virgos, because we all know Virgos get things done, okay? We love a Virgo on the Hello Seven

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team. I'm always looking to, like I want to match the person with a job that they are going to be happy doing.

Like those of you who were in the podcast earlier with the Hello Seven team, right, Bethany loves to be behind the scenes and organizing everything and making sure everything runs smoothly. Like that's her jam. She's also a Gemini, naturally. My mother's a Gemini. One of my best friends from childhood is a Gemini. Lots of Geminis around me too. They definitely drive me nuts, but also super fun.

Colin: Yes. Best of the worst.

Rachel: Exactly, right. And then Ella likes to be creating art, right, with social media. Being creative makes her happier, right? And so I want people to be in roles where they're going to be happy, because they're going to do it longer if so.

Same thing for us and for our teams, right? And for our communities. We want to attract people to us who are going to be happy in our brand system and culture and with the way that we serve. And if they're not our people, okay, bye, go find the person that's right for you. And there are other people out there for me.

So I love having a system to understand each other and relate to each other. It would be even interesting to survey your audience and see what signs are in your audience and why people are attracted to your work.

Colin: 100% And then also too, related to running a business with astrology, you can time certain areas of your life based on what the current transit is happening. So a transit is like what's currently available right now, right? So the sun is transiting Aquarius.

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Rachel: You're welcome.

Colin: And Aquarius actually – Hello, birthday coming up.

Rachel: I could not have planned this better, y'all.

Colin: It's her birthday party. Is this really a business retreat?

Rachel: Just kidding. This is not about y'all. Y'all going to sing happy birthday to me later.

Colin: But it can tell you, oh, actually, Rachel, although it isn't, this is your month of retreat and rest and sabbatical. Or actually, this is the moment for you to continue education.

Rachel: Yes.

Colin: You could have a transit that wants you to further a particular study. You could have one that's helping you in a business relationship. So an astrologer, when they give you a reading, can help orient you to what season –

Rachel: You're in.

Colin: That, I think, would be very beneficial, because this assessment is so highly individualized as our businesses are. You know, there's 1,476 combinations of the natal chart. So that's how precise it can get.

Rachel: Wow.

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Colin: And an astrologer can tell you, here's where you're at, let's contain this, let's interpret it effectively, and then give you awareness and enactment strategies to move forward.

Rachel: Yes. Speaking to seasons, one of the first – Because I was like, I don't believe in astrology. I don't know what that is, whatever. Right?

Colin: Aquarius, Sonya, right? Hello. Tell us more.

Rachel: So that was me. And then I went on a Susan Hyatt retreat to Hawaii. She had an astrologer come and she just turns like reading us all. And she got to me and she's like, "What happened in the fall of 2011?" And I was like, "My daughter was born." And she was like, "Okay, well, that was when your whole life actually began. It cracked your heart open."

And she just began to tell me all about myself. And I was like, "Oh my God." I just started sobbing. And she even knew, like I was having knee pain, and she knew. It was like she could see in my chart seasons from my life and just how, because prior to my daughter being born, I was trying to be like the perfect, you know, do whatever you're supposed to do to get the American dream, right?

Like, I'm going to be a good student. I'm going to go to school. I'm going to go to law school, right? I'm going to get a good job. I'm going to do all the things. And turning myself into a pretzel and being very unhappy in those spaces because, hello, Aquarius.

Colin: Right, I'm a rebel, baby.

Rachel: Yeah. All this gray and beige, ugh. You know what I mean? Like so structured and so, "this is how you behave." And I'm just like, tell me how you behave so I can do the opposite.

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Colin: But I don't believe in astrology, she says. Yeah, okay.

Rachel: So of course I was not comfortable in those spaces. And then I had my daughter and I was like, yeah, no, no, we done with that. We done with all that, because it was just kind of like, I don't know, I just intuitively knew. First of all, she did crack my heart open, right? And then also just realizing that like, oh, I want to be a model for her of what I hope she would do with her life, which is not put herself in a box and live in whatever structures don't serve her.

And so it's like I didn't even have the language around race or being a woman or any of that at that time. But I knew intuitively that these systems were not created for me to thrive, so I've got to get the hell away from them.

Colin: Because those systems are of this world, and astrology is not of this world. On this Aquarian note, in your natal chart, folks, right, and this is true for everybody, you actually already have every single zodiac sign within you. You might have a focus, a specialty, Aquarius, obviously. But you have every single zodiac sign within you.

And when you use astrology to connect with people who maybe were like, "Oh, I'm never going to date a Virgo. I'm not doing this Gemini shit ever again," right, it does help you understand. I don't know who said that, all right? No, I'm kidding, I love it.

Rachel: Listen, they've all been there.

Colin: Yeah.

Rachel: Let me tell you something, every person that I've ever dated long-term has been a Leo to the point that when I met my husband, my best

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friend from childhood, India, she was like, “Not another Leo.” She was like “Don’t you do it. Don’t you do it. Not another one.” I had dated two Leo men long-term. And I don’t know, apparently I only date Leo’s.

Colin: Well, it’s interesting you mentioned that. So does everybody know that there are six pairs of polar opposite signs in astrology? And Leo and Aquarius is one of those pairs.

Rachel: Oh, I know because I’ve been married 18 years.

Colin: Yeah.

Rachel: Well, with him 18 years, married for is it 15? 13? No, no, no, 15. That’s banana cakes.

Colin: So they’re Aries/Libra, the Aries/Libra is one pair. Taurus/Scorpio is another. Gemini/Sagittarius is another. Cancer/Capricorn, Leo/Aquarius, and Virgo and Pisces. So you will typically find your – Yeah, we just talked about this yesterday. Yes, see. We all need a Taurus in our life.

Rachel: I mean, my son is a Taurus and he’s here to train me, okay? Yes, comfort, take care of yourself. And he’s just like, I mean, he is a brick wall. I should have named him Brick.

Colin: Now a Taurus will not be moved. A Taurus will not be moved.

Rachel: Will not be moved.

Colin: Okay? No.

Rachel: To the point where when he was a kid and I’d be like, “Go do something.” He would stand there, I remember in our old house he’d stand

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there on the steps and stare me down like, “I’m going to win this stare down.” And so I learned that when I give an instruction, I look away. Go pick up your toys.

Colin: Does he do it though?

Rachel: Then he would stand, like I would see him out of the corner of my eyes, stand there, stare me down for a minute, just to let me know I feel like doing this, so I’m going to do it just so you know. And I’m talking he was three, okay?

Colin: I love it. The Taureans here suddenly feel very validated.

Rachel: Listen, do not bother fighting with a Taurus. Just give them what they want or walk away, those are your choices.

Colin: I love it.

Rachel: Those are your options. Let it go. Susan Hyatt is a Taurus, so I know about some Tauruses now.

Colin: And isn’t it amazing that when we have proximity to these zodiac signs that maybe we don’t necessarily have personal placements in, we start to really realize just what they’re valuing and contributing?

Rachel: Yes.

Colin: And what kind of a world would we live in if we just had such less of an objection to difference?

Rachel: Yes, exactly. And celebrate indifference. That’s the world I want to live in.

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Colin: Okay, Aquarius? That's right.

Rachel: Exactly, where it's just like, "Okay, tell me about this child. Okay, now I know how to relate to them." Just like my Libra child Riley, I cannot entertain her enough. My biggest struggle is to make sure she got another book to read or something you could put in front of her because she needs to intellectualize constantly.

Colin: She's an air sign.

Rachel: Yes. She's a gossip.

Colin: Always got the tea, always.

Rachel: Always got the tea, okay? She'll be like, "Let me tell you what happened. So what grandma said was blah, blah, blah." Grandma, another Libra. So, you know, grandma had the tea and Riley made sure she got it and brought it back to my house, okay?

Yeah, so it just helps you to relate to your people and be like, "Oh, I'm not going to fight with you today. Oh, you need snuggles. Let me give you snuggles. Okay, you need to tell me about the tea that you got. You tell me the tea." And everybody's happy.

Colin: And your business unfolds really beautifully, too, right?

Rachel: Yes.

Colin: Because, Rachel, I mean, of course you're so intelligent, so educated, so funny, so capable. But also you could probably credit so much of your success to the quality of your relationships.

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Rachel: For sure.

Colin: And that's Aquarius, air, connection, community. And when astrology helps you understand what other people's strengths are, especially when they're different from yours, you adapt. You take in information, you can pivot, you can say I was wrong. The Taureans are like, "Nah, I don't do that."

Rachel: The Taureans are like, "But I was never wrong, so I don't know what you mean."

Colin: What you mean? But no, you can utilize it in such a way to help your relational intelligence, which is an invaluable skill in every area of business management.

Rachel: Of course. Exactly, like relating to clients and community. Building community, that's such a big part of it. And then also team, relating to your team, making sure that they're happy in their role, and talking to them in a way that they can receive things. You know what I mean? Like different team members need different things. So it's like the way that you explain something to one person, the other person is like, "I heard you, but I don't get it." Okay, let me give you a chart because you're a visual, you need me to, you know what I mean?

And so like, that's why I've learned to like, okay, if I have something, I'm going to write it down, then I'm going to record a Loom where I verbally say it as well, right? Because it's like, let me over communicate so then the people who communicate differently on my team all can receive it in a way that serves them. And then it just makes life easier and there's less questions, everybody knows what the assignment is. We're all on the same train going the same way.

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Colin: I love it. And it's so Aquarian again, which is like this isn't a one size fits all technology, right?

Rachel: Yes.

Colin: There's a lot of people in this community, so how can I approach a learning style that's adaptable to their needs?

Rachel: Yes.

Colin: And just to give people some takeaway, there are four elements in astrology. They are fire, earth, air, and water. And I believe that every element actually corresponds to a level of knowledge acquisition, so they learn very differently. The fire signs: Aries, Leo, Sag, they are somatic learners. They learn through direct, clear, creative, generative, bam kind of communication.

Rachel: Yes.

Colin: You tell them once, they'll never forget. And they typically don't learn the hard way. It's like once the fire sign through somatic, generative, dramatic entertainment.

Rachel: Dramatic.

Colin: Drama. Okay, Sag, we need a little bit of drama, okay? And then Earth; Taurus, Virgo, Capricorn. They do want things grounded. They want a lot of spaciousness in between information. They want metrics. They want data. They want values. And if they don't have that, they're like, "I don't trust a goddamn thing you're saying. I don't want you teaching anything, okay?"

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Rachel: Like Elsa, my stylist, who I'm like, "I'm going to be on GMA tomorrow." And she's like, "Great." She don't like that. I created a calendar for the year with all my events. She's like, "Thank you. Thank you. Now I can do my best work."

Colin: See, the Earth, they need that rootedness.

Rachel: Yes.

Colin: And then air, so that's you, me, and Libra. Gemini, Libra, Aquarius, yeah, it can be a little dramatic. It can be very innovative. It can be dynamic. It could be just really presented through the clearest level of speech, right? We don't necessarily even need to be emotionally connected to it. We're just like, "Who will do what by when? And what am I responsible for?"

Rachel: That sounds like me.

Colin: Okay? That's all I need. Give me the details.

And then water, that's Cancer, Scorpio Pisces, they really do want to learn very visually. They want to know what's the purpose, the passion behind this.

Rachel: Yes.

Colin: And then what are their gifts and how are they resourced? How are they appreciated? And if you make a water sign feel like nothing can be done without them, they will rise to an occasion like you wouldn't believe.

Rachel: Oh my God, yeah.

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Colin: Yes or no, Sonya? Yes or no, right?

Rachel: Oh my God, listen.

Colin: Through the emotion, through the emotional connection. So that's what I love, that it's all knowledge acquisition. And then when you have this lens, you're fluent in so many different languages.

Rachel: Yes.

Colin: It allows you to adapt, connect, collaborate.

Rachel: So good. Okay, so I want to go back to this seasons thing.

Colin: Yes.

Rachel: Because I think, you know –

Colin: Should I bring up your chart?

Rachel: Yes, bring it up.

Colin: Okay.

Rachel: Bring it up. But I had a season of like my book coming out.

Colin: Yes.

Rachel: Well, really, first of all, it was a video that went viral. Then my book came out, my audience grew really quickly. And then I had all of these

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opportunities in front of me like nonstop. So podcasts, TV, all these things, right? And then I was like, I'm done.

Colin: I worked too hard, right.

Rachel: Everybody go away, leave me alone. I'm not available, I'm on vacation indefinitely.

Colin: Yes, love it, love it, love it.

Rachel: Just kidding. I'm working but I don't want you to know because I don't want you to call me.

Colin: And this was all 2020, right?

Rachel: Well, 2020 was the viral video, that summer. And then my book came out in 2021. And then it was basically a year, summer 2020 to summer 2021 is when I was done. The world wasn't done, but I personally was done.

Colin: Yes.

Rachel: I was kind of like, okay, I was on the stage as long as I wanted to be, goodbye.

Colin: Thank you for coming, right?

Rachel: Thank you for coming, see you later.

Colin: And that's because the planet Saturn, which rules discipline, integrity, and mastery was in your fourth house of home, family and emotional systems and safety and rooted down.

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Rachel: Yes.

Colin: So when we have a transit to one of our water houses, right, so this is a little advanced astrology I won't tell you what they are. But essentially it is a time for rest. It is a time for recharge. And the year before you've got a lot of energy touching your nodes, which Sonya and I love chatting about and it was in Capricorn. So Capricorn is the sign of the highest level of professional contribution.

Rachel: Yes.

Colin: Michelle Obama, Muhammad Ali, Martin Luther King, they're all Capricorn sons. And so when you, like you do, have a lot of Capricorn energy, when a transit hits Capricorn it tells you, "Rachel climb that mountain."

Rachel: Yes.

Colin: Because that's what they do, they're the mountain climbing sea goat. And then you get to the top of the pinnacle, you get to the top, and then you bring everybody with you.

Rachel: Yes.

Colin: That's the season you're in.

Rachel: Yes.

Colin: And that tracks up with the chart right here, okay?

Rachel: Yes. I love that so much. I think it's so valuable to use for planning, business planning. And people don't understand, like the CEOs of Fortune

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500 companies have astrologers. Politicians have astrologers. Yes, they have astrologers that they use as advisors to help them understand the seasons that they're in, what are the moves that they should make, that they shouldn't make, right? And like whether certain language, let's say if you have a controversial thing that you need to say, is it the right time to say it? Should you wait, right? It's so interesting.

Colin: Oh yes. And speaking of that, how are we doing on time, folks? We have like five minutes. Okay. Because you had mentioned should we pause, right? Pause for the cause. Yes.

Rachel: Pause for the cause.

Colin: Yes or no though, right? I'm from the South Shore, we're getting pizza. So I want to mention Mercury retrograde because I feel like – Raise your hand if you heard about Mercury retrograde.

Rachel: Let me tell you something.

Colin: Tell me something.

Rachel: Okay. So at Hello Seven, Mercury retrograde is on our annual calendar for the year. We plan our launches around them. Notice that Mercury retrograde ended, was it last week? Last Wednesday.

Colin: Yes honey.

Rachel: And that is why this is this week and not last week, okay? So we are very intentional. I once had a marketing manager who used to work for me and she was like, "Do we really have to plan launches around Mercury retrograde?" Yes.

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Colin: Yes we do, hon.

Rachel: She was like, “Are you serious?” Yes, I’m serious. Very, as a heart attack, because I’ve launched during Mercury retrograde and it’s been a disaster every time. Every time. It’s like all the tech issues, it’s just not a good time to launch something new, right?

Colin: Correct.

Rachel: And so I just have learned that and I work around it. And I use those dates to plan, literally, my business and what we’re going to do and when we’re going to do it. So if you’re ever wondering when we’re going to launch, it will not be during Mercury retrograde. If you see a Mercury retrograde coming, you know we’re not about to launch nothing.

Colin: Unless, and you don’t have a natal Mercury retrograde, unless you were born under it.

Rachel: Wow.

Colin: So this is where things get a little nuanced.

Rachel: Fascinating.

Colin: Yeah, because it is retrograde three to four times a year. Like I was born during natal Mercury retrograde, so I usually get some significant professional news during one. And I always want to go, “No, I can’t.” And I’m like, “Girl, just sign the fucking contract.” shut up.

Rachel: Shut up.

Colin: So dramatic, okay?

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Rachel: That's so funny because there was a contract related to this event that I was waiting for last Thursday, I refused to sign it during Mercury retrograde.

Colin: I love it. And I hope you were like, "I can't because Mercury's retrograde."

Rachel: Well I just said, I was like, "I will take care of it in a few days."

Colin: Yes, give me a minute. Give me a minute. But yeah, so when we know what's happening on the level of transit, then it also gives us just, I think, some time to slow down, like you just were saying and Sonya has spoken about as well.

Rachel: Yes.

Colin: And then we don't have to live with that urgency that so many institutions of oppression want us to constantly feel. And when we know how to slow down and pause for the cause, we work with a completely different psychological, emotional and behavioral system that allows us to move forward with more competence, with more intelligence, with more ease.

Rachel: Yes.

Colin: And again, astrology can help us with that.

Rachel: So how do we figure out the seasons that we're in? Do we have to hire an astrologer?

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Colin: Yeah, and that could be me, it could be Sonya. Our business is coming. Two years. We might do two readings, she doesn't know that yet, but we might do a double reading session, okay?

But you can hire an astrologer and you can ask them, what are my times for rest? What are my times for research? What are my times for launching? And they'll be able to tell you. And then also too, which people encourage you to do that. Like, for example, Taurus rules my career sector. So I typically work with Taureans all the time. And when there's a Taurus season, when there's a Taurus transit, something happens for me professionally. So it's not just dates, right? It's people.

Rachel: Yes.

Colin: And then they help you in incredible ways. And you're just, again, remember we're in this world, we're not of this world. Use otherworldly energies to help you stand in systems and deny its power over you.

Rachel: Yes.

Colin: And with other people, because people when they share convictions it's a force multiplier, we're seeing that here today.

Rachel: Yes.

Colin: You just rise to the highest level of maximum possibility because you're using otherworldly energies to transcend non worldly bullshit.

Rachel: I love it so much. I'm telling you, it's so interesting because every year I would get an entrepreneur cast it was called, from Theresa Reed, which I don't even think she does them anymore.

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Colin: Gemini. That's how we met, Theresa.

Rachel: Yes, Theresa Reed, she's an amazing astrologer as well. And she used to help me map out my year. So she was helping me map out my year for the book launch year, like 2020, 2021. And then I got busy and didn't do it for 2022. And I was like, no wonder it was a mess. I didn't know what I was doing.

Colin: Teresa, why did I do it?

Rachel: Exactly. I did not have like, you know, because sometimes things are happening and I'm like, "Let me go back to this. What's going on here? Oh, this is why." Right? But it definitely speaks to, specifically about work life balance, like those seasons of I'm supposed to go hard for my company right now. And then other seasons where, okay, we're going to be steady in the business right now and I need to focus on home for a while, right?

Colin: Yes.

Rachel: And I feel like I was doing that. And I'm sort of like coming out of that season of focus on home, make sure home is good, make sure things are balanced, right? Things got very out of balance at the end of last year. So I reworked that whole thing like, nope, we're not doing that. We're going to say no to all these things. We're doing this small amount of things and that's it. Really recognizing how I even use my time and prioritizing all of that.

Colin: And what is astrology but time?

Rachel: Yes, exactly. And that's what we have. That's what we make businesses out of, is our time, right? And so how can we use our time efficiently, right? And so realizing like, oh, I can have a family and my family

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be very happy and get enough time from me and have an eight figure and growing business where my team is getting enough time from me. But I can't do both of those things and do media all the time, and do every speaking gig, and do all these other extra things that don't make me money. And frankly, I don't even enjoy them that much.

Colin: Okay?

Rachel: So I'm like, criss cross all that off my schedule immediately, right? And that's why I raised my speaking fee to 100,000. And my speaking agent was very annoyed. They were like, "Oh, only celebrities do that." And I was like, "Celebrities and Rachael Rodgers."

Colin: Thank you. Any questions?

Rachel: Any questions?

Colin: I didn't think so.

Rachel: Right, because if you want to take me away from my eight-figure business, I'm like I can make \$100,000 literally sitting here right now, right? I don't need to leave my house, travel, leave my children and do all these things. And they're like, "You're going to get less speaking gigs." Yeah, sis. That's the point, now you get it.

Colin: Less speaking gigs but more money.

Rachel: Hello, that's right. So it's like, how can I use my time, my energy, my personality, my creativity to do my most important work, and prioritize the relationships that are most important to me? Because I'm like, there was a time where my team didn't get enough time from me, right? And it's

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just like, no, my family is most important. And then it's my team, right? It's like I need to make sure.

And also, I even noticed like at the end of last year, me, Robert and Susan have a Voxer chat going every day. And I'm like, I couldn't keep up with the Voxer chat. Like I kept being behind. They'd be like, "We need proof of life. Where are you at?" And I'm like, "Oh no, I'm out of balance because I don't have time for my friends. I don't have time for my priorities. I've got to rework this whole thing."

And you can. Know that you can, right? Rework it to make it work for you, and how you like to work, how you like to show up. Some people like to work a ton. You love to work a ton and that's where you want to devote your time –

Colin: Capricorn.

Rachel: Exactly, correct. If that's what you want to devote your time and energy to, do it, right? I give you permission, have it. And if that's not what you want, rework it to make life work for you, make your business work for you, and know that it's an option, right? Don't think like, "Oh, I can't do it that way." Of course you can. Oh, it's never been done before? So? You're the one to lead the way then. Make it happen and show us how it's done.

Colin: Well wait, speaking of leading the way, and I know my Taurus room cab is like, "Wrap it the fuck up." And the plane, Mary. I just want to say on behalf of everybody here, your work has really changed my life.

Rachel: Oh, thank you.

Colin: And it just means so much to me. And the way that you move about the world and educate us in so many compassionate Aquarian innovative

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ways and bring things together, I feel like I've been searching my entire professional life for an event like this. And the fact that I'm here and it's all made possible by an Aquarius, this is just so fucking surreal to me. And I'm just so grateful for you.

And I'm sure I speak for everyone here and so many not here to say thank you for stepping into your astrology and changing lives just by discovering the truth of who you are.

Rachel: Thank you. Thank you.

Colin: Air signs, right? We won't hug, but I'll just tell you I love you.

Rachel: I know, Robert would cry. Okay, I have to just tell this one story because it's absolutely hilarious.

Colin: Tell the story. Go ahead, tell it, you're the boss.

Rachel: Listen, Robert, Susan and I do this event called The Most. And we had the line at the end where we have to take photos, not have to, but we want to take photos with all of the attendees, right? And so it's Robert, myself, and Susan, right? And so every attendee that comes up, Robert is like, "Hi." He hugs them, he has a whole conversation and a moment. And then they finally get over to us, take a photo, and it's taking too long and my feet hurt.

I'm like, "I love y'all. I want y'all to get these photos. I want to have this moment with each of you. And it needs to be faster, right? We need more efficiency."

Colin: Boom, boom, boom.

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Rachel: Exactly. So I'm like, "Robert, let's trade places." So I put Robert in the middle. So then the line is over here, every time each person comes, they come in for a hug, I go grab them and throw them into the spot. Turn them around and be like, "I'm so glad you're here." And then I'm like, "Thank you for coming, off you go. Next." And we banged through that line so fast, listen.

Colin: And then God created air signs, okay?

Rachel: Exactly. You need us, okay? Otherwise things would not move as fast as they could.

Colin: That's why God created Sagittarius too. All of them, we need each other. And it is those moments of contrast that are just so funny.

Rachel: Yes.

Colin: It's ripe for comedic purposes.

Rachel: Absolutely. I love it. Well, thank you so much for being here. I hope you enjoyed this conversation, I certainly did. Thank you.

Colin: Of course.