ASTRO Strategic 2025 Launch Guide



UNLOCK THE BEST WINDOWS FOR SALES & VISIBILITY

CURATED BY

Sheri Moise

Welcome



Guesswork isn't a strategy.

Even the best offers can fall flat if the timing is off. This guide shows you how to launch at the right time - so your audience is ready, your message lands, and your sales flow with ease.

Cosmic timing isn't about luck.

It's about knowing when your audience is most receptive, when visibility is strongest, and when to avoid unnecessary resistance.

By working with these natural cycles rather than against them, your launches feel easier, more aligned, and ultimately, more profitable.

This guide will help you:

- Understand the key astrological influences on sales & visibility in 2025
- Identify red-flag dates to avoid so you're not launching at a challenging time
- Use Sun cycles to align your messaging & audience readiness

This is your first step toward a launch strategy that flows with clarity, ease, and better results.

Let's dive in!

Your Cosmic Guide,

Sheri

UNDERSTANDING ASTROSTRATEGIC LAUNCH TIMING

Why Timing Can Make or Break Your Launch

You can have the best offer and marketing plan, but if the timing is off, you may experience:

- ❌ Low engagement & slow momentum
- ❌ Unexpected delays or resistance from your audience
- ❌ A launch that feels exhausting instead of energizing

The solution? Aligning your launch with the right timing—so your audience is primed and ready when your offer drops.

Common Launch Timing Mistakes

✔ Ignoring Collective Energy Shifts – Launching during retrogrades or low-energy transits without adjusting expectations can lead to delays, tech issues, or audience hesitation.

✔ Forcing a Timeline – Choosing dates based only on personal deadlines rather than audience readiness can create resistance and slower results.

✔ Missing the Pre-Launch Window – The energy of a launch starts before the cart opens—not giving enough warm-up time can lead to lower conversions.

Your Personal Chart & Energy Matter Too

While collective cycles impact sales and audience behavior, your personal astrology plays a key role in your energy, motivation, and ability to show up fully during a launch.

📌 Consider Your Chart:
Some transits might be activating major areas of your business or bringing opportunities for visibility and expansion. Others might signal a time to pace yourself or refine your strategy.

📌 Check Your Energy:
Not every launch window that looks good astrologically will feel good for you. Honoring your personal rhythm ensures you show up with clarity, confidence, and the stamina needed for a successful launch.

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TRANSITS WITH POTENTIAL LAUNCH TIMING IMPACT

This is a high level overview of the biggest impact Astrological events in 2025. There are other specific days/times that can have launch impact as well - we work to personalize these based on your offer and timing.

Mercury Retrograde

These are dates to stay curious around if you are planning a launch. It doesn't mean you shouldn't launch but definitely check, double check and be prepared.

2025 Mercury Rx Dates (all times are PST):

- MERCURY RX IN ARIES
  - March 14, 2025, 11:46pm – March 29, 2025, 7:17pm
- MERCURY RX IN PISCES
  - March 29, 2025, 7:18pm – April 7, 2025, 4:07am
- MERCURY RX IN LEO
  - July 17, 2025, 9:45pm – August 11, 2025, 12:29am
- MERCURY RX IN SCORPIO
  - November 18, 2025, 7:21pm – November 29, 2025, 9:38am

Venus Retrograde

Buyers might hesitate, second-guess purchases, or demand more personalized engagement before committing. Show clear value and long-term ROI.

Pay attention to what heart level clarity appears for you on March 23-24th - when we will experience the Sun Venus (Rx) Conjunction., and what business ideas begin to take form, and then commit to them with your full heart on April 13, 2025 when Venus goes direct.

2025 Venus Rx Dates (all times are PST):

- VENUS RX IN ARIES
  - March 1, 2025, 4:36pm – March 27, 2025, 1:40am
- VENUS RX IN PISCES
  - March 27, 2025, 1:41am – April 12, 2025, 6:02pm

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2025 ASTROSTRATEGIC LAUNCH GUIDE



SUN CYCLE LAUNCH ENERGY GUIDE

While Sun cycles don't determine exact launch dates, they provide powerful insights into where your audience is focus and attention will be. Aligning your launch messaging with the energy of the moment makes your offer feel like an easy 'yes'.

♈ Sun in Aries (March 20 – April 19)
Bold moves, quick action → Fast-moving, impulse-buy offers.

♉ Sun in Taurus (April 19 – May 20)
Stability & trust → Best for high-ticket or long-term programs.

♊ Sun in Gemini (May 20 – June 20)
Messaging & connection → Strong for workshops & content-driven launches.

♋ Sun in Cancer (June 20 – July 22)
Emotional connection & trust-building → Nurturing-based launches.

♌ Sun in Leo (July 22 – August 22)
Visibility & confidence → Great for bold, high-energy launches.

♍ Sun in Virgo (August 22 – September 22)
Strategy & refinement → Best for structured offers & problem-solving services.

♎ Sun in Libra (September 22 – October 22)
Collaboration & aesthetics → Great for partnerships & visual rebrands.

♏ Sun in Scorpio (October 22 – November 21)
Depth & transformation → Best for masterminds or high-investment coaching.

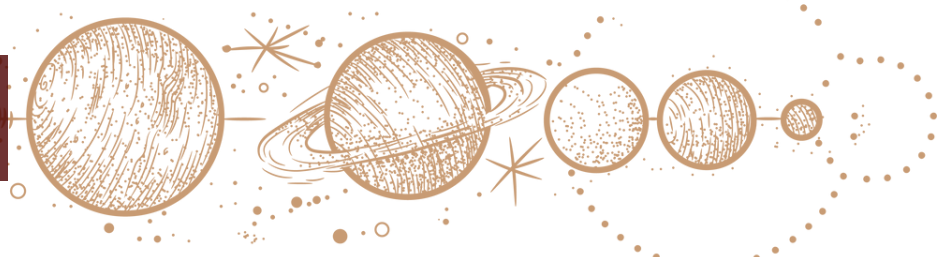
♐ Sun in Sagittarius (November 21 – December 21)
Expansion & risk-taking → Strong for visionary launches.

♑ Sun in Capricorn (December 21 – January 20)
Long-term planning & growth → Best for structured, strategic launches.

♒ Sun in Aquarius (January 20 – February 18)
Innovation, disruption, and attracting a like-minded audience → Best for new, unconventional offers or relaunching with a fresh perspective.

♓ Sun in Pisces (February 18 – March 20)
Intuition, reflection, and creative flow → Ideal for soulful offers, vision-based programs, or re-evaluating business direction before a big push.

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CASE STUDY: THE POWER OF LAUNCHING WITH COSMIC TIMING

The Challenge: A Launch That Felt Out of Sync

A client came to me frustrated with low engagement leading up to her course launch.

She had strong content but felt like her audience wasn't fully receptive.

She originally planned to launch during Mercury retrograde in Aries, a time of impulsiveness and miscommunication.

The Shift: Adjusting for Sun Cycles & Audience Readiness

✔ We identified that her offer required trust & depth, making a Sun in Taurus or Scorpio window a better fit.

✔ She adjusted her timing and messaging to align with the Taurus season's stability & trust theme.

✔ We extended her pre-launch period, allowing her to warm up her audience before visibility peaks in Taurus.

The Result: A Stronger, More Aligned Launch

✅ More engaged & nurtured audience → Higher interaction before cart open.
✅ Higher conversions → Her sales surpassed her last launch by 40%.
✅ Less stress & more confidence → She felt in control of her launch process.

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YOUR COSMIC GUIDE



Hi there, I'm Sheri!
Intuitive Business Astrologer & Sales + Marketing Mentor

Together we'll use my 25+ years of expertise and my strengths to make astrology work for your business.

Consider me your Cosmic Guide.

We'll harness my Aries Sun to take action **that feels good & creates momentum.**

We'll tap into my Libra Moon to refine strategies that'll **create your best results...**

And thanks to my Taurus Rising, I'll ensure everything is grounded in practicality— with a 'pleasure first' approach that makes your marketing feel aligned & magnetic... and your planning feel spacious & easeful.

The best part?

You don't need to know a thing about astrology! I break it down into simple, actionable steps, tailored to your unique business needs.

When not guiding clients with proven strategies, intuitive insights, and astrological guidance, I indulge in dark chocolate (70%+ only!), read historical fiction, cook with my husband, or fight for couch space with my three-legged fur baby, Sierra.



✨ **AstroStrategic planning isn't about restricting your options—**

It's about unlocking the perfect timing for your success. ✨

Want personalized guidance?

My AstroStrategic Launch Strategy & Support helps you:

- Pinpoint your best launch windows based on your business & energy.
- Adjust for collective shifts so your audience is primed and receptive.
- Create a clear, strategic launch plan that flows with ease.

Learn more by booking a Cosmos Coffee Chat.

Let's chat next steps!

> It just really felt like I had this extra secret sauce... that would make it that much more successful but also allow me to feel that much more authentic.
>
> *Mindi Huebner - Mindset Expert & Launch Support Client*

★★★★★

Astro Strategic Marketing & Planning for the Win!



Jen Fieldman
Human Design Coach +
Biz Strategy for Women Entrepreneurs

"Working with Sheri and learning about my astrology has turned out to be the first thing that's actually worked for me!

Before Sheri, I hated planning with a passion.
Now, I've been able to plan ahead and actually feel calm and focused."

"AstroStrategic planning gave me a clear and specific framework. Instead of second-guessing, I could trust the strategy we mapped out and implement it with confidence.

It's like having a guide to navigate my business with purpose."



Marisa Corcoran
Copy Mentor

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2025 ASTROSTRATEGIC LAUNCH TIMING CHECKLIST

When I work with clients on launch timing, this is the AstroStrategic checklist we use to map out their best sales window, refine their messaging, and ensure their launch flows with ease. By following these steps, you'll start thinking like an AstroStrategic entrepreneur. Aligning your launches with the best energy for sales, visibility, and ease.

Step 1: Identify (Pinpoint Your Best Launch Window)

Is your audience primed and ready?

- Have you built enough pre-launch momentum?
- Does your offer align with what they're thinking/feeling right now?

Have you reviewed and considered dates with potential impact?

- Mercury Retrograde or Venus Retrograde

Is your launch aligned with the current Sun cycle energy?

- What seasonal themes are shaping audience behavior?
- Does your messaging reflect what people are naturally drawn to?

Are YOU personally aligned with this timing?

- Does your energy support this launch window?
- Are your personal transits activating visibility & success?

Step 2: Align with the Sun Cycle (Match Your Offer to the Energy)

Does your messaging fit the energy of the cycle?

- 🔥 Leo season? Make it bold, high-energy, and visibility-driven.
- 🌊 Cancer season? Focus on emotional connection and trust-building.
- 🛠️ Virgo season? Highlight structure, systems, and problem-solving.

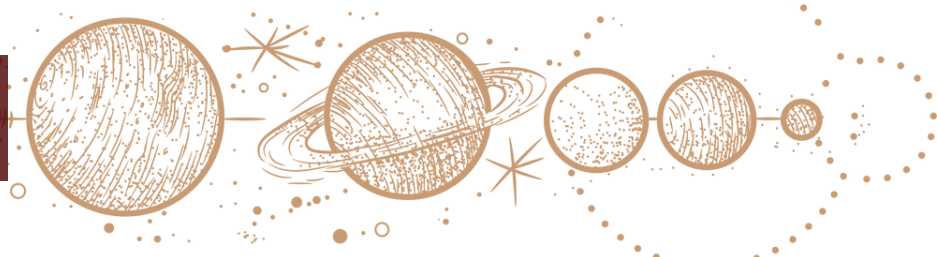
Are you positioning your offer in a way that resonates NOW?

- Different transits influence how people perceive value & urgency.
- Are you leaning into the themes your audience is already feeling?

Does your pre-launch window match the timing?

- Have you planned enough lead-up time?
- Are you using content to warm up your audience before the launch?

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2025 ASTROSTRATEGIC LAUNCH TIMING CHECKLIST

Step 3: Strategize 🚀 (Build a Launch Plan That Flows)

Do you have a backup plan if timing shifts?

- If unexpected resistance arises, do you have a pivot strategy?
- Are you flexible enough to adjust based on audience response?

Are you pacing your energy for sustainability?

- Launches require high visibility & momentum—does your plan allow for rest & recalibration?

Have you aligned your marketing plan with your timeline?

- Are you stacking visibility efforts at the right time?
- Have you accounted for engagement dips or decision delays?

Need Help Pinpointing Your Best Launch Window? 🚀

Your best timing isn't just about avoiding bad dates—it's about aligning everything for maximum impact.

Not sure your best launch window? Let's map it out together.

Book A Cosmos Coffee Chat today!

✨ *A launch that flows with ease starts with the right timing. Let's make sure yours is set up for success.*

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