PLATFORM: YouTube

Prepared for: An Amazing Client
DOB: X/XX/XXXX XX:XX Place of birth:

OVERVIEW:

YouTube is a channel where you can build a following over time. You can show your expertise through education and grow the brands reputation for what it teaches. The platform also aligns with your Libra energy and gives you the opportunity to be creative and share what you love in a polished and beautiful way. In addition YouTube is a place that you can lean into your "outside of the box thinking" and bring it to the forefront of your content - folks will be looking to you for this. It is important for you to stay true to your voice on this platform. That authenticity is what your audience is looking for and will connect with.

	Activations to your chart	Zodiac	What does it mean & how to leverage:
Newsfeed	10th house Mars	Aries	With activations to Mars in your tenth house you can create emotional connection with your posts that motivates folks to take action - in Aries - keep it concise and clear CTA
	11th house cusp	Aries	11th house cusp shows this to be a good social media platform for your businesss and based on the placement you can create an emotional connection
	ASC	Gemini	With your rising sign activated in Gemini - this is a place where the brand can be known for what it teaches. This is however a slower build over time.
	5th house cusp	Libra	Great activations here for you with creativity and being able to share what you love in a beautiful way. You can connect here with what others desire.
	7th house Mercury	Capricorn	This could be a great platform to build relationships that help to further your legacy. Finding a way to communicate with others that fits your style on the platform will be important.
Shorts	ASC	Gemini	Face of the brand presented through shorts that teach something unique to you.
	5th house cusp	Libra	Similar to what is noted above about creativity and presenting the beautified version - you can pull this from longer videos you do or just do a series of static images. These do not need to be on the fly they can be created and posted on a schedule you create.
	7th Saturn/8th Sun	Capricorn	Shorts can put the spotlight on you and build those partnerships (over time with Saturn) but this is an aspect that offers expansion for your business.
	9th house Moon	Aquarius	Emotional connection through teaching - in Aquarius it is focused on your "outside of the box thinking" - again an area with the aspects it makes that can amplify your efforts.

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Lives	10th house Mars	Aries	Strong activation here for your 10th house with Mars - in Aries it needs to be things like bulleted lists, short, to the point, clear CTA. There is an opportunity here to get folks to take action and to shake up the traditional way things are done.
	11th house cusp	Aries	Similar to above with the focus on this being a good social media platform based on this placement.
	9th house Moon	Aquarius	Again that emotional connection through teaching - outside of the box - this is an activation that furthers your business.

Strategy Recommendations based on your goals:	This section is customized to each clients goals and intentions.

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