TAURUS CYCLE



HPR BIZ ALCHEMY LAB
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CREATED BY

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Hello♡

This is one of my favorite seasons. Maybe because my Taurus rising is ready for a rest after all the Aries energy! But the slowing down isn't meant to SLOW us down, but rather to change up the pace so that we can, like our friend Ferdinand... stop and smell the roses. As well it's an opportunity to ensure that what we have initiated in Aries season will give us the time and space to smell those roses!

This particular cycle is part of eclipse season, as well as the beginning of a change in the flow of our lunar new and full moon energies. We begin. just prior to the sun moving into Taurus with our second new moon in Aries which is also a solar eclipse. For the next 13 cycles the new moon and full moon will not be in opposite signs. I'll be speaking more about what this means during our live sessions.

So while we are ready to shine a spotlight on Taurus themes, there is still work to do with the Aries energies of initiation, creativity, and action. Pay attention to what surfaces with this new moon as I believe it will be a powerful indicator and foundation for what is to come.

And as always stay tuned in to your own inner GPS.

Much love,

Sheri



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OVERVIEW

This Taurus cycle is unique in that we have both Mercury Retrograde as well as being in the midst of Eclipse season and it begins with a 2nd new moon in Aries.

Taurus is an Earth sign. Taurus has contemplative energy; focusing on sensuality, beauty, food, appreciation for the comforts of things around us. Taurus is a feminine sign and is ruled by Venus.

Taurus is the ruler of the 2nd house and all things material, money and value. Where in Aries season we were focused on "I AM", in Taurus season we shift to "I Have/I Value". It wants to ensure that what we are building is stable.

With Mercury Rx present during the majority of the cycle we will be reviewing these themes and particularly the financial structure of our business. It's an opportunity to ensure that what we are investing our resources in will provide the security we need. AND provide those Taurian qualities of comfort and pleasure while ensuring we have the energy to "DO" what we set out to.



Image: Astrograph

Vanessa Corazon reminds us that:

This is a period of work, but it comes with the reminder that you're writing this story, you're setting the stage and you can create the rhythm by which you work and how you do things. That's a big part of the fun for Taurus, so let yourself get creative with the pieces that you can during this period, play with them, move things around, try things in a new way and see what feels right. Much here will be decided by the gut test - how does this feel for me? Let yourself experience, and then make up your mind.

This time is truly about "DOing in your BEingness." So keep that I CHOOSE statement front and center it will be your best guide during this cycle.

Another reminder... Taurus loves self care. So how can you intentionally infuse more of that into your day, week, life. Especially with a focus on nature, beauty and comfort. Infuse little luxuries into your world during this time. Micro rewards are also something Taurus love.

For your clients you have an opportunity to support them with their self care and slowing down to smell the roses. Done for you offers are also valued at this time.

"Overall, you can think of this sign, and the season in general, as concerned with achieving results in a practical and grounded way. And all the while, there's also a focus on slowing down and enjoying the beauty of the process." Sarah Regan

TAURUS ENERGY & THEME

TAURUS ENERGY

Taurus season is a slower energy - meant to ensure we are moving forward with "pleasure". The focus here is small steps and micro rewards!

Working with this energy in your business might look like::

- Review - what did you inititate or lean into last cycle? What steps do you choose to take to ensure that what you are committing to is going to provide the stability and pleasure both you and your business desire?
- Practical - this is not a cycle of busy work and doing more - it's a grounded energy where you can lay the foundation for the future to ensure what you are building upon is solid. That means both financially as well as energetically.
- Refuel - During Aries season the energy was quick and impulsive. Now it's time to recharge and refuel, focus on the simple pleasures - that will activate your creative AND intuitive mind. Work in spurts and give yourself micro rewards!

Sarah Regan reminds us that even as the energy slows down:

CYCLE MARKETING

Simple, Playful, and Practical

Use this theme and guidance for additional inspiration in your content creation:

Vanessa Corazon tells us:

From a marketing perspective use this period to add beauty, playfulness, systems, habits, routines, structures, or tips to your community. Share your indulgences and enjoyments. Show them your humanity and playful side.

Taurus is great for giving a sneak peek behind the scenes into how your system/service/offer works in real life. Show don't tell. If you have done-for-you services or templates that save them time or money this is a great time to share them.

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PERSONAL PLANET CYCLE GUIDANCE



Mars ♂ Mercury ☿ Venus ♀

What is in store for you and your clients/potential soul clients?

The personal planets can give us a roadmap to guide us!

As Jennifer Racioppi says:

"Mars enables us to take action, to forge a new path in spite of the many obstacles we inevitably face.

Without Mars, our desires (Venus) and mindset shifts (Mercury) would prove fruitless."

MARS IN CANCER + MERCURY IN TAURUS + VENUS IN GEMINI

Click here to listen to the cycle guidance

Venus in Gemini there is a desire to discuss a wide variety of topics. Bring your engaging content to the forefront.

Mercury is in Taurus for an extended stay including the retrograde starting on 4/21 we are more grounded in our thinking. Show don't tell.

Mars continues it's journey in Cancer and much of what we do may depend on our mood of the moment.

So overall this cycle energetically:

Curiosity motivates us on romantic and social levels. "Variety is the spice of life" is the attitude now. We are sociable, communicative, and playful. (Venus in Gemini) our thinking is down to earth, solid, and grounded. Common sense reigns and we communicate more deliberately (Mercury in Taurus) our goals and plans are subject to mood swings and much of what we do depends on our mood of the moment. We may avoid the direct approach of going after what we want. (Mars in Cancer).

Remember all this takes place under the Taurus sun where we are slowing down and concerned with pleasure, stability, and comfort.

Venus will enter Cancer on 5/7 in Cancer, Venus is nurturing, protective and self-protective, cautious, and fertile. It's an emotional transit where we are merging our wants and needs.

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SUN & PERSONAL PLANET GUIDANCE

"Mars enables us to take action, to forge a new path in spite of the many obstacles we inevitably face. Without Mars, our desires (Venus) and mindset shifts (Mercury) would prove fruitless." - Jennifer Racioppi

Click here to download a PDF of the cycle guidance

☉ SUN and Personal Planet Cycle Guidance

"Mars enables us to take action, to forge a new path in spite of the many obstacles we inevitably face.
Without Mars, our desires (Venus) and mindset shifts (Mercury) would prove fruitless." - Jennifer Racioppi

Season	Spring 2023	Display Week	5
Cycle Begins	3/20/2023 (Monday)		

PLANET	Spotlight & Personal Planet Guidance	START	END	DAYS
☉ SUN - The Spotlight			-	
☉ Aries	Initiating, beginning, taking action	Mon 3/20/23	Thu 4/20/23	32
☉ Taurus	Slow building, micro rewards, routines	Thu 4/20/23	Sun 5/21/23	32
☉ Gemini	Research, gathering info, learning	Sun 5/21/23	Wed 6/21/23	32
☉ Cancer	Security, values, responsibility	Wed 6/21/23	Sat 7/22/23	32
☿ MERCURY - Mindset & Communication			-	
☿ Aries	Quick decisions	Sun 3/19/23	Tue 4/04/23	17
☿ Taurus	Common sense, deliberate communication	Mon 4/03/23	Sat 4/22/23	20
☿ Taurus Post Rx	Clarity and forward motion available now	Sat 5/13/23	Sun 6/11/23	30
☿ Gemini	Talkative, sociable, multi-tasking	Sun 6/11/23	Mon 6/26/23	16
☿ Cancer	Open and expressive, intuitive	Mon 6/26/23	Mon 7/10/23	15
☿R MERCURY RX			-	
☿R Rx Taurus	Review of finance, resources, routines	Fri 4/21/23	Sat 5/13/23	23
♂ MARS - Motivation			-	
♋ Cancer	Our mood of the moment guides action	Sat 3/25/23	Sat 5/20/23	57
♌ Leo	Creative, productive, work hard play hard	Sat 5/20/23	Mon 7/10/23	52
♍ Virgo	Productive, detail focused	Mon 7/10/23	Sun 8/27/23	49
♀ VENUS - Desires			-	
♉ Taurus	Seeking security & value what lasts	Thu 3/16/23	Mon 4/10/23	26
♊ Gemini	Fun more experiential aspects of life	Mon 4/10/23	Sun 5/07/23	28
♋ Cancer	Safety and connection	Sun 5/07/23	Mon 6/05/23	30
♌ Leo	Desire play & fun, willing to take a risk	Mon 6/05/23	Sat 7/22/23	48



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HIGHLIGHTS FOR THE CYCLE

TRANSIT HIGHLIGHTS

Mercury Retrograde in Taurus

Each Mercury Rx gives us an opportunity to go back to the drawing board and make improvements, or re-direct our thinking. During Taurus, we are being asked to focus on our finances, our routines, habits, behaviors, skills, and resources, and how to make things more stable for ourselves.

Jupiter in Aries – December 20, 2022 – May 16, 2023

Back again in independent Aries, we get a major boost of energy from the planet of luck. As we collectively re-energize, expect life to really pick up the pace as Aries ignites the world with bold ideas and inspiration to fearlessly go forth into the unknown.

Jupiter in Aries is led by instinct. Jupiter in Aries 'just knows' what to do next. It just feels it in its gut. Nothing complicated. It just knows. Jupiter in Aries comes with incredible opportunities for growth and self actualization. If you're brave, trust your intuition, and you go.for.it., Jupiter in Aries may be that transit you look back on and say "This is when I became the real me".

How do we make the best use of the Jupiter in Aries transit?

With Jupiter in Aries, you firstly want to become aware of the opportunities that knock on your door and say YES to those that feel right. You may want to pay special attention to opportunities connected to friends, communities and groups of people (Aquarius).

Leo/Virgo Create & Organize Power Days

- April 27th - May 1st
- May 24th - May 8th
- June 20th - June 25th

2023 Mercury Retrograde Cycles

- April 21 to May 14.
- August 23 to September 15.
- December 13 to January 1, 2024.

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HIGHLIGHTS FOR THE CYCLE

TRANSIT HIGHLIGHTS

Saturn in Pisces - March 7th for a 2.5 year stay

Saturn wants you to take responsibility for all of your energy and to also ensure that you're aware of where your energy is going out and perhaps not coming back in. This is where Pisces can be so self sacrificing and giving a compassionate kind, but to its own detriment, rose tinted glasses or Pisces, even giving somebody the benefit of the doubt or a second chance and you go into that good guy, good girl mode, where you're like, Well, maybe it'll be different or maybe there will be something here that changes.

Remember Saturn doesn't like the word potential. Saturn cannot spell that word that word does not exist because Saturn is about right here right now. What is what is in front of you? What is the reality what is being displayed? Or chosen or set? That is where Saturn's consciousness resides. So we're going to have reality checks about our own unconscious illusions, what we have thought was possible or what we thought was potential.

Vanessa Corazon shares that "From a business perspective, Saturn shows us what needs to be built for the world, and what our community and clients will be dedicating time, energy, and finances to (even if reluctantly, or to all-out avoid)."

Pluto: The Crossover Years. First shift from Capricorn into Aquarius - March 23- May 1st

Pluto carves out generations and what the structure and transformation of those generations will focus on. Between now and the next 20 years we will see significant changes in our world, from business to agriculture, to government, technology, and belief systems. Pluto in a chart shows our power, often hidden, and in some cases misdirected. It also shows our fears and the challenges we may face in gaining our true power.

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HIGHLIGHTS FOR THE CYCLE

TRANSIT HIGHLIGHTS

Pluto: The Crossover Years. First shift from Capricorn into Aquarius - March 23- May 1st

Pluto represents themes surrounding destruction, death, and rebirth, while Aquarius represents revolution, rebellion, and reshaping humanity. "Pluto's role is to keep the engine of the universe going, by eliminating what can no longer sustain life. If something is rotten, Pluto will eliminate it, to leave space for healthy growth," astrologer Naajmi W. shares on Twitter.

The combination of these energies together sets the stage for a complete overhaul of how each individual views their place in the world, as well as how the current systems prevent progress — and, therefore, must be left behind.

Pluto in Aquarius will spend its time shaking up all preconceived notions and beliefs around society, technology, social media, and more, and you can expect things to become even tenser when these transits ignite the flames of change and begin the decentralization of existing power structures.

Pluto Rx in Aquarius begins May 1st - June 11th

From Vanessa Corazon: For the first couple of months of this retrograde, we will also see Jupiter squaring Pluto which will amplify the shifts we're seeing, this may trigger some amplification of spending without boundaries, especially on more survival-based aspects of our lives.

During this time we may feel a temporary relief from our fears as we get a little bit of a break, at least psychologically. But while this may seem like a respite, it actually is an opportunity for deeper introspection on where we're going as a collective and what is within your control moving forward. What is important to you in terms of maintaining your wealth and longer-term security? What are your digital assets? How are you using them, protecting them, securing them?

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INSIGHTS FOR THE CYCLE

After reviewing the overview, theme, focus and transits for this cycle - I invite you to pause and take time to find insights for how they can apply to you and your business. Journal below considering how you might use the energy of this cycle both externally and internally.

INSIGHTS

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CYCLE PLANNING

My intention for this cycle is:

Number of new clients/subscribers that I choose to connect with:

What is my sweet spot for time invested and abundance desired for this cycle?

CYCLE THEME & TIME FRAME

MY OVERALL THEME & FOCUS FOR THIS CYCLE IS:

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CYCLE PLANNING

The invitation I will make this cycle is:

Weekly topics for content creation inspiration!

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

My nurture plan for this cycle is:

Key Dates:

Support I need:

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IN THE WORKS

UPCOMING THEMES

Gemini 

Research, gathering information, learning.

Focus on connecting the dots. What is the unique perspective.

Cancer 

Security, values, responsibilities

Focus on creating healthy boundaries between you and the business.

Leo 

Creative, passionate, playful & fun

Focus on creating from a sense of passion and excitement for yourself. Take inspired action.

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IN THE WORKS

UPCOMING TRANSITS & KEY DATES

North Node transition to Aries - South Node to Libra - July 12, 2023 9:54AM

We will have a workshop on this during our Taurus cycle to address how this will impact your offers and marketing plans.

From Vanessa Corazon:

The movement of the North Node into Aries, and the South Node into Libra will usher in new significant changes. With the movement from fixed signs (Taurus-Scorpio) into Cardinal Signs (Aries-Libra), we will find ourselves being forced either through desire or circumstance to take big action and initiate new things, grabbing life by the steering wheel.

The next 18 months will be a period of innovation, as Cardinal Cycles are here to bring about the new change, and with it occurring in the signs of Aries-Libra, we will find that it may be due to a need to ensure our own survival whether that is in business, or for basic needs.

This is a time for working for yourself, trusting in your own ability, and refining your skills, and marks a movement away from people pleasing, partnerships, and collaborations.

Jupiter enters Taurus - May 16, 2023

This transit marks an approximately one-year period where Jupiter will move through Taurus, providing us with opportunities to grow our wealth and skills, but it can also lead us to overspend, and we are likely also to see a magnification of the current inflation. Under the influence of Jupiter, everything can seem possible, and while this may endow us with more faith this year, it also needs to be backed up with good spending habits, resourcefulness, and focusing on what we currently have and can leverage, rather than trying to add more onto our plates.

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