ASTRO Strategic



CURATED BY

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Welcome



This Market Snapshot is a companion to the 2026 Marketing Predictions workshop.

It's designed to give you context for the market conditions shaping 2026 so you can make clearer decisions about where to focus, when to move, and when patience is the strategy.

This is a reference you can return to as you plan, refine, and decide.

2026 is not a one-note year.

Understanding the conditions you're operating inside of matters more than pushing for momentum at the wrong time.

Use this snapshot when you're:

- Evaluating offers
- Planning visibility or launches
- Refining messaging
- Deciding where your energy is best spent

This isn't about taking action right away. It's about understanding the conditions you're working within first.

Sheri

OVERVIEW

The Market Pattern Shaping 2026

2026 is a dual-season year.

It doesn't reward a single strategy applied evenly from January through December. Instead, it unfolds in two distinct phases, each shaping how effort converts, how visibility lands, and how confidently decisions are made.

The first part of the year is about building it right.

This is a period where clarity matters more than speed. Buyers move with intention. Decisions take longer, not because interest is lacking, but because discernment is higher. When people commit, they mean it. Progress comes from refinement, not reinvention.

The second part of the year brings a visible shift.

Decision-making confidence increases, even as discernment remains high. Visibility carries more weight when it's grounded in trust, credibility, and lived experience rather than polish alone.

Leadership here does not mean being louder or more authoritative. It looks like helping people make sense of what they are already navigating and guiding them forward with clarity.

The shift later in the year doesn't replace what's been learned. It builds on it.

Most frustration in 2026 will come from treating these two phases as the same season. When that happens, effort gets misapplied, messaging misses the mark, and pressure shows up where patience would be more effective.

This snapshot helps you recognize which phase you're in so you can adjust how you respond, rather than assuming something needs to be pushed or fixed.

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WHAT THIS YEAR REVEALS

Non-linear years don't break businesses.
They reveal them.

A year like 2026 doesn't reward more effort or more noise. It rewards clarity about what matters, when it matters, and who it's actually for.

One of the noisiest narratives I've been hearing is that we're in a "trust recession."

I don't agree.

And frankly, I think that framing disrespects buyers.

This is not a trust recession.
It's a discernment upgrade.

People haven't stopped trusting.
They've stopped outsourcing their decisions.

Buyers are choosing with more intention. Decisions are filtered through capacity, self-trust, and fit rather than urgency or pressure.

That changes how decisions move.

When response feels slower, it doesn't automatically signal a problem. Often, it's information about how carefully decisions are being made on the other side of the market.

What matters most in this kind of year is how you respond.

Not by pushing for commitment, but by meeting people where they are, honoring their process, and walking with them toward a decision they feel clear and confident about.

This is where leadership becomes visible.
Not by being louder.
But by being willing to guide instead of rush.

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2026 MARKET SNAPSHOT

EARLY VS. LATE 2026

Early 2026
Build It Right

- Decisions move with more intention
- Buyers prioritize fit over urgency
- Refinement outperforms reinvention
- Trust is built through consistency
- Warm audiences convert more reliably

This phase favors:

- Tightening messaging
- Optimizing existing offers
- Strengthening relationships
- Stabilizing what already works

Momentum here comes from clarity, not speed.

Late 2026 (Aug) into 2027
Step Forward As A Guide

- Decision-making confidence increases
- Visibility carries more weight
- Credibility matters more than polish
- Community becomes key
- Lived experience builds authority

This phase favors:

- Leadership through guidance
- Teaching and perspective
- Community-driven offers
- Clear points of view

Momentum here comes from showing up with confidence and direction.

Why This Distinction Matters

Treating the entire year as one season leads to misapplied effort.
Reading the season correctly allows you to:

- Move when confidence supports decisions
- Refine when patience works better
- Stop forcing strategies that don't fit the moment

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WHAT THIS MEANS FOR DECISION MAKING IN YOUR BUSINESS

A year like 2026 doesn't respond well to force. It responds to clarity.

This is a market that rewards businesses that help people make clear, confident decisions without pressure.

Warm audiences matter more than cold reach.
Consistency builds more trust than intensity.
Depth outperforms frequency.

This is also a year where leadership style shows up in real ways that impact your bottom line.

Guru authority continues to lose ground.
What works instead is **guide-by-your-side leadership.**

People aren't looking to be impressed.

They're looking to be supported, understood, and guided by someone who knows the terrain and can walk with them towards a decisions that feel aligned and sustainable.

That doesn't mean doing more.
It means being clearer.

If something feels harder to sell or slower to move, that doesn't automatically mean it's wrong. Often, it's information about timing, positioning, or whether you're trying to move something before the conditions support it.

The businesses that navigate 2026 well aren't louder.
They're more intentional.

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WINDOWS TO LEAN INTO - 2026

Not all progress comes from speed.

In 2026, progress comes from engaging with the right windows in the right way.

At the collective level, there are periods that support visibility, decision-making, and forward movement.

There are also periods that benefit from refinement, reassessment, and patience.

These windows influence how confidently decisions are made, how clearly messaging lands, and how much effort it takes to generate response.

This snapshot gives you a high-level view of some of the most important collective windows shaping 2026.

It's helps you recognize when outward movement is supported and when a more intentional approach is the smarter strategy.

Collective Windows That Support Movement

These are periods where visibility and sales conversations are more naturally supported at the collective level.

They tend to favor:

- Sharing your perspective more publicly
- Clear positioning & messaging
- Community-driven or guide-by-your-side offers
- Supporting your audience in making confident decisions

In 2026, these windows are more prominent in the back half of the year, as decision-making confidence builds and lived experience carries greater weight in how buyers choose who to follow and trust.

Forward movement during these periods doesn't require force.
It responds to preparation and clarity built earlier in the year.

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2026-27 DATES TO KNOW

KEY COLLECTIVE TIMING WINDOWS

Use the dates below as awareness points, not hard rules.
They reflect collective conditions that shape decision confidence, messaging clarity, and visibility.

Your personal timing and decision-making rhythm determine how you work with these collective windows.

Mercury Retrograde Windows

These periods support review, refinement, and strategic adjustment rather than rushed decisions.

They are especially useful for:

- Reworking messaging or offers
- Revisiting conversations already in motion
- Clarifying details before moving forward

Major launches during these windows benefit from extra consideration, particularly around communication, expectations, and timelines. Your individual timing ultimately determines what's supportive.

2026 Mercury Rx Dates:

- Pisces: February 25 - March 20
- Cancer: June 29 - July 23
- Scorpio: October 24 - November 13

New 18-Month Marketing Cycle (Begins August 2026)

August 2026 marks the beginning of a new 18-month cycle that reinforces the broader shift taking place in the back half of the year.

This transition helps explain why:

- Visibility works differently later in 2026
- Authority is built through lived experience
- Community and guidance-based positioning become more effective

This is not about immediate action. It's about understanding the direction the market is moving over time and planning accordingly.

A deeper review of this 18-month marketing cycle will be available in Spring 2026.

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2026 DATES TO KNOW

KEY COLLECTIVE TIMING WINDOWS

Venus Retrograde Windows

During Venus retrograde, buyers tend to move more cautiously.

Decisions often require:

- Greater personal resonance
- Clear alignment with values
- More individualized engagement

These periods favor relationship-building, refinement, and reassessing offers rather than pushing for commitment.

2026 Venus Rx Dates

- Scorpio: October 3 - October 25
- Libra: October 25 – November 13

Eclipse Windows

Eclipses mark periods of accelerated change and redirection. They are best treated as awareness windows no predictable action points. Plans may shift, priorities can change, and clarity often arrives after the fact.

2026 Eclipse Dates

- Annular Solar Eclipse in Aquarius Feb 17
- Lunar Eclipse in Virgo March 3
- Total Solar Eclipse in Leo August 12
- Partial Lunar Eclipse in Pisces August 27

A Final Note on Timing

This is not an exhaustive list of dates or cycles.

Subscribers who access Success Scopes™ Monthly Forecast Report*, stay informed about ongoing timing windows, transits, and market conditions that influence business decisions throughout the year.

**Coming late winter, 2026 - If you're on my list you'll be the first to know about how to access it*!

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✨ Personalize the Market Context with your Success Planet Diagnostic

This Market Snapshot gives you a clear view of the **collective conditions shaping 2026.**

The next step is understanding how **YOU** are designed to move inside those conditions.

The **Success Planet Diagnostic** is a personalized report that reveals how your system processes decisions, engages timing, and responds to visibility & refinement.

It doesn't tell you what to do. It helps you understand how decisions actually work for you.

When you know your Success Planet(s), the patterns in this snapshot become practical instead of theoretical.

This diagnostic helps you understand:

- How you naturally move towards decisions and commitment
- Where forcing timing creates friction or resistance
- How clarity, refinement, and visibility function for you
- Why certain strategies feel supportive while others drain capacity
- How to personalize collective windows without guesswork

This is foundational clarity.
Not a forecast. Not a calendar. Not a plan.

Your Personalized Success Planet Report is delivered as a PDF diagnostic and is typically completed within 1–3 business days.

EXCLUSIVE FOR MIXERMIND™ MEMBERS:

As a Mixermind™ member, you have access to an exclusive discount on the Success Planet Diagnostic.

If this snapshot helped you orient to the year ahead, this diagnostic helps you translate that context into clearer, more confident decisions.

Details and access are available via this link.
Use code: MM2026 at checkout to get 50% off.

What Clients Experience After Their Success Planet Diagnostic

"I wish I'd had this ten years ago. Realizing that I'm not built for high-pressure speed was incredibly validating."

What clients consistently share after receiving their Success Planet Diagnostic isn't excitement or hype.

It's relief.

Relief from questioning their pace.
Relief from comparing themselves to how others are working.
Relief from trying to fix problems that were never actually problems.

Here's what that clarity sounds like:

"Loved learning about my Success Planet and Manager Planet individually, and then seeing how they work together. The cyclical nature of my operating system was incredibly valuable. I'm very accustomed to pushing nonstop and only stopping when I hit a wall. This reinforced that I can't keep ignoring rest or treating it like it's optional."

"Everything finally came together. It seemed like pieces and parts before, but now I can see the flow."

"Traditional methods of planning have never worked for me. This helped me understand why, without making it feel like something was wrong with me."

What This Clarity Puts an End To:

Clients often share that after reviewing their Success Planet Report, they stop:

- Questioning whether something is wrong with them because a strategy doesn't fit
- Assuming lack of urgency means lack of ambition
- Comparing their pace to someone else's timelines
- Treating resistance as a mindset problem that needs fixing
- Forcing decisions just to quiet the mental noise

Instead, things start to make sense.

Their timing.
Their pacing.
Their way of making decisions.

ABOUT SHERI



Sheri Moise is an Intuitive Business Astrologer and Sales + Marketing Strategist with more than twenty-five years of experience in corporate sales, marketing, and strategic planning.

She works with seasoned entrepreneurs and leaders who want to make confident decisions without forcing momentum or relying on generic strategies that ignore timing, pacing, and capacity.

Sheri blends practical business strategy with astrological insight to help clients understand how decisions, visibility, and growth actually work for them. Her work focuses on translating timing and pattern data into clear, usable context so planning and decision-making feel grounded rather than reactive.

She is the creator of the **Success Planet System**, a diagnostic framework that helps clients understand their internal operating system and work with it intentionally instead of pushing against it. Her approach is data-informed, practical, and designed to support clarity over urgency.

Outside of her work, Sheri enjoys historical fiction, a well-made cocktail, and time with her family.