ASTRO Strategic

2025-26 Marketing Forecast



PLANETARY CYCLES FOR SUCCESS

Pisces-Virgo Nodal Transit
January 2025 - July 2026

CURATED BY

Sheri Moise

Welcome



You've just taken a powerful step toward aligning your business with the cosmic cycles that will shape marketing from January 2025 through July 2026.

I'm Sheri Moise, Intuitive Business Astrologer and your guide to navigating this BIG SHIFT in how clients connect and respond.

This forecast is your roadmap to understanding the changes in client desires, behaviors, and motivations—so you can stay ahead of the curve and create a marketing strategy that resonates deeply.

Whether you're refining offers, planning launches, or building connections, the insights in this guidebook will help you align your efforts with the energy of the moment.

No guesswork, just clear guidance to help your business thrive.

Let's work together to make this cycle your most aligned and successful yet.

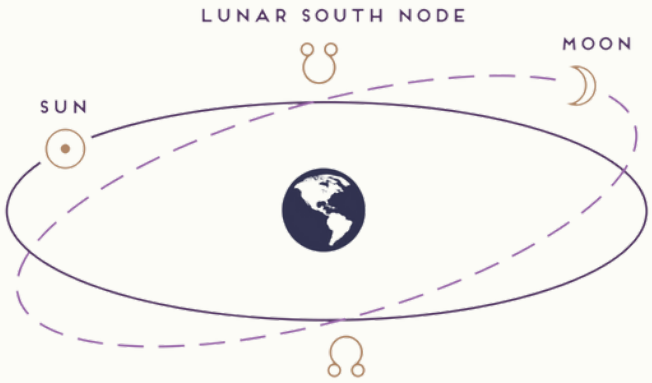
Your Cosmic Guide,

Sheri

WELCOME TO THE PISCES-VIRGO NODAL TRANSIT

The North and South Nodes are like cosmic compass points, guiding us through cycles of growth and release.

These celestial markers show us where we're headed (North Node) and what we're ready to leave behind (South Node).



From January 2025 through July 2026, the North Node shifts into Pisces, an energy of intuition, emotional connection, and trust.

This is a time to focus on creating offers and connections with lasting impact—aligned with what truly matters to your clients and their deeper needs.

Meanwhile, the South Node in Virgo encourages letting go of rigid structures and perfectionism. It's an invitation to embrace flow, creativity, and flexibility in how you approach your business and marketing.

This guidebook is your roadmap to navigating these shifts with clarity and intention.

Whether you're refining your offers, planning launches, or crafting content, the tools inside will help you align your strategy with these transformative energies.

Let's dive in and set your business up for success during this BIG SHIFT.

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WHAT ARE THE NODES, AND HOW DO THEY AFFECT YOU?

The Nodes guide collective growth & evolution AND…
DIRECTLY impact marketing trends.

Where We've Been: July 2023- Jan 2025:

From July 2023 through January 2025, the Aries-Libra Node cycle emphasized quick wins and decisive action.

The North Node in Aries brought a focus on short bursts of energy, clear CTAs, and offers designed to deliver specific results quickly.

Meanwhile, the South Node in Libra encouraged moving away from overly polished or perfect appearances, favoring authenticity and action over aesthetics.

How This Forecast Supports You:

- Understand your audience's shifting needs.
- Adapt your offers and marketing strategies to align with the cycle.
- Navigate the challenges and opportunities of this BIG SHIFT with clarity and ease.

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WHAT ARE THE NODES, AND HOW DO THEY AFFECT YOU?

Where We're Going:

Starting in January 2025, the Nodes shift into Pisces and Virgo, bringing an entirely new energy:

North Node in Pisces guidance:

- **Focus on Intuition**: Trust your gut and build emotional resonance in your marketing.
- **Create Meaningful Offers:** Align your products or services with values that feel lasting and impactful.
- **Emphasize Trust:** Build relationships that foster deep connection and authenticity.

South Node in Virgo guidance:

- **Let Go of Perfectionism:** Progress over perfection—allow space for flexibility and creativity.
- **Simplify Systems:** Focus on streamlined, supportive structures that don't overwhelm.
- **Shift from Control to Flow:** Release what's no longer serving you and adapt with ease.

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PISCES - VIRGO NODAL TRANSIT
MARKETING GUIDANCE

KEEP THESE THINGS TOP OF MIND

01	**Investments with a "lasting impact":** Clients are scrutinizing where their money goes—ensure your offers feel meaningful and enduring.
02	**Structure is essential:** Support your clients with clear systems and processes, but maintain boundaries to protect your energy
03	**Intuitive buying takes center stage:** Trust is the currency. Build it before anything else.
04	**Warm audiences matter more than ever:** Nurture your existing audience—cold traffic needs intentional trust-building to convert.
05	**Belief drives decisions:** Understand what your clients believe about themselves and the world; reflect that in your messaging.
06	**The world feels uncertain—anchor your brand:** Be a trusted guide as clients navigate "change on a dime" energy.
07	**Lead with the positive:** Pain points are less effective now; focus on empowering solutions and opportunities.
08	**Over-deliver on promises:** Keep promises realistic and focus on exceeding expectations in delivery.
09	**Be authentic—clients' BS meters are high:** Transparency and honesty will help you connect deeply and build lasting loyalty.
10	**Refine your offers and adapt marketing strategies:** Your offers are likely fine—it's the approach that may need updating to align with the current energy.

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COSMOS BUSINESS BUILDING ROADMAP

4

OFFER FLOW

Congrats! They are in... when this offer is complete what is next in your client journey?

3

THE INVITATION

How will you make that invitation to work with you taking the guidance of the nodes into consideration.

2

INVITATION CYCLE - EVENTS

With the Pisces NN in mind... what will your invitation cycles look like?

1

LAYING THE FOUNDATION

How are you using the Pisces NN Energy to lay the foundations for your offer?

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OFFER PLANNING



Offer: _____

I will lay the foundation for my offer by:

My invitation cycle will look like:

I will invite folks into my offer (program, course, 1:1, etc.) via:

The next step they will take in their journey with me is:

MY OVERALL INTENTION FOR THIS OFFER IS:

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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.

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