ASTRO Strategic



PLAN YOUR NEXT LAUNCH WITH CONFIDENCE & STRATEGIC TIMING

Curated By:
Sheri Moise, Astrologer & Business Strategist

Welcome



Guesswork isn't a strategy.

Even the strongest offer can miss the mark when the timing is off. This Decoder shows you how to choose the right timing for your next launch so your audience is ready, your message resonates, and your sales process feels more intentional..

Timing isn't about luck.

It's about understanding when your audience is most receptive, when visibility naturally increases, and when you're more likely to run into unnecessary resistance.

When you work with these natural attention cycles rather than push against them, your launches feel smoother, more strategic, and far more effective.

Inside this Decoder, you'll discover how to:

- Understand the timing patterns that influence sales, visibility, and audience engagement
- Spot red-flag dates so you're not launching during challenging windows
- Use Sun cycles to map your messaging and offer timing to audience readiness

This is your starting point for a launch strategy rooted in clarity, intention, and results.

Let's dive in.

Your AstroStrategic Guide,

Sheri

UNDERSTANDING ASTROSTRATEGIC LAUNCH TIMING

Why Timing Can Make or Break Your Launch

You can have the strongest offer and a solid marketing plan, but if the timing is off, you may still run into:

❌ Low engagement & slower than expected sales
❌ Audience hesitation or pushback that doesn't match the value of your offer
❌ A launch that feels harder, heavier, or more draining than it needs to be

The solution is simple. Choose timing that works with audience attention patterns instead of against them, so your message lands when people are naturally more receptive and ready to act.

Common Launch Timing Mistakes

✔️ Overlooking Collective Attention Shifts – Certain periods naturally slow visibility, decision-making, or sales momentum. Ignoring these patterns can make even the best campaigns feel sticky or unpredictable.

✔️ Forcing a Timeline – Picking dates based only on personal goals instead of audience readiness can create unnecessary resistance and dilute your results.

Your Personal Timing Matters Too

Collective cycles influence audience behavior, but your personal chart reveals the energetic conditions that support you as the CEO. Both matter.

📌 Your Chart:
Certain transits highlight seasons of visibility, clarity, and expansion, while others call for refinement, rest, or behind-the-scenes planning. These nuances are where your strongest launch windows hide.

📌 Your Energy:
Even a great launch window won't perform at its highest potential if it doesn't match your personal rhythm. When you honor the timing that supports your capacity and creativity, you show up with more confidence and consistency.

Your Decoder will help you identify supportive windows...
And if you want personalized dates for your actual offers, you'll have the chance to get that next.

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ASTROSTRATEGIC TIMING FRAMEWORK

Use this simple three-part lens to choose launch windows that support visibility, momentum, and your ability to show up fully.

Discover

See where the natural spotlight is landing

Each Sun cycle highlights different themes and audience priorities. When you understand what a cycle amplifies, you can spot when your people are naturally more attentive, curious, or ready to engage.

This is where your Decoder starts working for you.

You'll begin to see patterns in when people lean in and why your message lands more easily in certain seasons.

Decide

Choose the timing that supports movement — not resistance.

Instead of pushing through low-engagement periods or working against collective slowdowns, you'll choose windows that support:

- Clear messaging
- Better engagement
- Smoother visibility
- Higher-quality audience interactions

This helps you select dates that match the tempo of your audience and the container you're selling.

Deliver

Bring your timing and messaging together so your offer lands when interest and readiness meet.

When you warm up your audience during the right cycle and make your offer when visibility is strongest, your launch feels easier and more effective.

This is the difference between fighting for attention and meeting your people right where they already are.

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SUN CYCLE LAUNCH TIMING GUIDE

Sun cycles don't give you exact launch dates — but they do reveal where audience attention naturally shifts each month. When you sync your messaging and offer positioning with these attention patterns, your launch feels clearer, more relevant, and easier to say yes to.

♈ Sun in Aries (March 20 – April 19) *Fast decisions, bold action, strong visibility. Clear CTAs a must.*
Ideal for high-energy launches, visibility spikes, and introducing new ideas. Audiences move quickly and respond to direct invitations.

♉ Sun in Taurus (April 19 – May 20) *Stability, trust, and long-term value.*
Great for premium, high-ticket, or done-with/for-you offers. Audiences look for offers that make their life easier, sustainable outcomes and a clear return on investment.

♊ Sun in Gemini (May 20 – June 20) *Connection, messaging, and teaching*
Perfect for workshops, content-heavy launches, or anything that thrives on conversation, education, or storytelling.

♋ Sun in Cancer (June 20 – July 22) *Nurturing, emotional resonance, deeper connection points.*
Works well for community-based offers, supportive services, memberships, or transformation-oriented containers.

♌ Sun in Leo (July 22 – August 22) *Visibility, confidence, and bold expression*
A powerful window for high-energy launches, new "beta" offers, or showing up more publicly.

♍ Sun in Virgo (August 22 – September 22) *Systems, refinement, and practical problem-solving.*
Perfect for structured programs, strategic services, audits, or anything that promises organization, clarity + a clear plan.

♎ Sun in Libra (September 22 – October 22) *Partnerships, aesthetics, and relationships.*
Great for collaborations, creative offer, or offers tied to design, branding, refinement, or relationship-building.

♏ Sun in Scorpio (October 22 – November 21) *Depth, transformation, and high-commitment offers.*
Best for masterminds, deep coaching, trauma-informed work, or offers that require emotional or energetic investment.

♐ Sun in Sagittarius (November 21 – December 21) *Expansion, growth, and big-picture vision.*
Strong for thought leadership programs, retreats, certification style offers or anything built around inspiration and courage.

♑ Sun in Capricorn (December 21 – January 20) *Systems, structures, strategy, long-term growth.*
Excellent for business programs, planning offers, or anything rooted in structure, milestones, and sustainable results.

♒ Sun in Aquarius (January 20 – February 18) *Innovation, differentiation, and fresh thinking.*
A standout time for new ideas, unconventional offers, group programs or introducting updates that set you apart from the crowd.

♓ Sun in Pisces (February 18 – March 20) *Intuition, creativity, and reflection.*
Ideal for creative programs, brand evolutions, or clarifying your next direction before stepping into the next level of growth.

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HOW TO USE THE DECODER TO CHOOSE YOUR LAUNCH CYCLE

Choosing the right timing depends on your offer type, how your audience makes decisions, and the kind of momentum you want to build..

Here are a few simple examples of how entrepreneurs use the Right Timing Decoder to choose cycles that support stronger launches:

Example: A new group program

A coach launching a new group program chose Aries season because she needed fast visibility and bold movement. Her audience was already warming up, and Aries gave her the decisive energy and quick momentum the offer required.

.Example: A high-ticket service

A service provider selected Taurus season for a premium offer because this cycle strengthens trust, stability, and long-term commitments. Her audience responded with thoughtful questions and steady yeses. Exactly what for Taurus supports.

Example: A workshop or masterclass

A copywriter ran a multi-day workshop in Gemini season, when attention naturally shifts toward ideas, learning, and two-way engagement. Her attendance and interaction rates were some of the strongest of her year

Why these worked:

Each example matched the offer with the Sun cycle that naturally supports the type of decision-making, visibility, and audience readiness that launch needed.

This is the core of strategic timing. It's not guessing or manifesting. It's working with predictable audience behavior patterns.

Ready to apply this to YOUR offers?

If you want a clear roadmap for your 2026 launches, the **Personalized 2026 Launch Timing Calendar** takes your Decoder one step further.

You'll get the **primary, secondary, and tertiary Sun cycle**s I recommend for **up to 3 of your offers,** plus visibility windows and notes that show you *why* each cycle works.

And if you want your **exact 2026 launch dates chosen for you,** you can add the AstroStrategic Date Selection Session.

(Next page has the details.)

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Your timing strategy is only as strong as the dates you choose, and choosing the right ones is where the real advantage begins.

Now that you have clarity on which Sun cycles support your offers, let's turn your Decoder insights into a clear, personalized launch plan you can use with confidence.

Get your Personalized Launch Timing Calendar

This custom calendar takes everything inside your Decoder and applies it directly to ***your*** business.

- **Your primary, secondary, and tertiary Sun cycle recommendations** for up to 3 offers you want to sell in 2026.
- **Audience-readiness windows** so you're showing up when people are naturally more receptive.
- **A clean, strategic 2026 calendar** you can use all year long.
- **Short notes explaining why each cycle supports each offer**, so your planning feels clear, confident, and intentional.you can use all year long

""This launch timing feels so good. Thanks for your help choosing it!""

– **Sam Brumeister**, Nomad Copy

Want help choosing your exact 2026 launch dates?

Add the AstroStrategic Date Selection Session and we'll choose the exact dates together.

You'll walk away with precise dates, a clear timeline, and a stronger strategic plan — without second-guessing or wondering if you're missing something important.

Get Your Personalized Launch Calendar & Session Here

YOUR ASTRO STRATEGIC GUIDE



Hi there, I'm Sheri!

I'm an Intuitive Business Astrologer and Sales + Marketing Mentor with more than 25 years of experience in corporate sales, marketing, and strategic planning.

Today, I help seasoned entrepreneurs use practical astrological timing to make confident decisions, plan smarter, and launch with clarity.

My work combines strategic timing, audience behavior patterns, and business fundamentals. You get clear guidance you can act on without needing to understand astrology.

I translate the data into practical next steps so you always know where to focus your energy and when your audience is most ready to respond.

Clients come to me when they want to stop guessing, reduce friction in their launches, and follow a plan that supports both their goals and their capacity. The result is a business that feels more grounded, more strategic, and more aligned with the way they actually work.

Outside of client work, you'll find me reading historical fiction, enjoying a well-crafted cocktail, or spending time with my family.

If you are ready to explore how timing can strengthen your next launch or strategic decision, I'd love to support you.

Real Entrepreneurs. Real Results. Strategic Timing That Changes Everything.



Jen Fieldman
Human Design Coach +
Biz Strategy for Women Entrepreneurs

"Working with Sheri and learning how to plan with my astrology was the first thing that finally worked for me!

Before Sheri, I hated planning with a passion.
Now, I can map things out ahead and actually feel calm and focused."

"AstroStrategic planning gave me a clear and specific framework. Instead of second-guessing myself, I could trust the strategy we mapped out and take confident actopm.

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



Marisa Corcoran
Copy Mentor

ASTRO Strategic

2026 Timing Checklist



CURATED BY

Sheri Moise

2026 TIMING FACTORS TO KEEP ON YOUR RADAR

These dates give you a heads up on slower movement, audience hesitation, and natural pauses in buying behavior. You can still launch during these windows, but you will want more flexibility, extra lead time, and realistic expectations.

Mercury Retrograde

Mercury Retrograde often correlates with decision delays, communication hiccups, and tech issues. It isn't a stop sign, but it does require more intentional planning.

- ✓ Double check tech and delivery timelines
- ✓ Avoid rushed decisions
- ✓ Build in extra communication touch points
- ✓ Warm your audience longer before you open the doors

2026 Mercury Rx Dates

- Feb 26 to Mar 20
- Jun 29 to Jul 23
- Oct 24 to Nov 13

These windows work best for refining messaging, reconnecting with past clients, prepping content, and tightening systems before your next outward push.

Venus Retrograde

October 3rd - November 14th

This is the financial reset of the Venus cycle and often brings a temporary contraction in spending as people reassess priorities and financial commitments.

- ✓ Slower sales
- ✓ Fewer impulse decisions
- ✓ Shifts in client boundaries or commitments
- ✓ Increased pressure to re-evaluate pricing, partnerships, or offers

Best use of this window:

- Review pricing and profitability
- Clean up financial clutter
- Reassess partnerships or services that drain energy
- Focus on nurturing clients rather than scaling visibility
- Let your audience recalibrate before a bigger push later

Launching during Venus retrograde is possible but results are stronger when the offer is familiar, low-risk for your audience, or relationship oriented.

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Nodal Shift in August

A Collective Change in Motivation and Decision Patterns

There is a repeatable 18 month cycle that we track in business astrology that marks a noticeable turn in what the market pays attention to and what buyers prioritize. When this shift occurs, audience motivation, buying patterns, and the types of offers that gain traction all begin to recalibrate.

While not a launch blocker, this shift can change:

- ✓ What messaging resonates
- ✓ How quickly people make decisions
- ✓ What clients are willing to invest in
- ✓ Where your offer fits in the next cycle of demand

I'll be sharing more about this shift in early 2026 through my blog, emails, and YouTube channel.

Subscribe to my YouTube Channel for ongoing AstroStrategic support.

Subscribe Here

How to Use These Dates in Your Launch Planning

These timing factors don't replace your best launch windows. They help you plan smarter by showing where the natural slowdowns are.

Pair these dates with your Decoder and you will know:

- ✓ When to warm your audience
- ✓ When to hold back
- ✓ When to go bigger
- ✓ When to pivot messaging, not timing

If you want to see which cycles support your specific offers, your personalized 2026 Launch Timing Calendar will give you the clearest roadmap. Get yours here.

Get Your Personalized Launch Calendar

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