



# COSMIC COMMUNICATION

## *style guide*

**Discover your communication style and key tips for how to use it better in business**

# I'm so glad you're *here!*

Using astrology to help you understand how you think and communicate is one of the best ways to crystalise your message, write better sales copy, and relate more easily with your clients and colleagues RIGHT NOW.

## So how does this all work?

You might know your 'star sign' as the one you look at in the back of your favourite magazine each month (this will actually be your 'Sun' sign), but that's just the tip of the iceberg.

When you start to look more deeply into astrology, you realise you can look at the placement of ALL the planets' Zodiac positions when you were born to get a much more comprehensive understanding of yourself and what motivates you.

Right now, we're only going to look at one planet – Mercury – the planet of communication, thinking, transport, and trade. It's the messenger planet, mythologically represented by the Greek God Hermes.

Looking at your Mercury can tell us how you think, talk, network and get your point across, so it's a perfect starting point for business owners who want to work more closely with the energy of the cosmos!

Mercury is also the closest planet to the Sun and moves alongside it (the way we see it from Earth). This means your Mercury can only show up in the same Zodiac sign as your Sun sign, or the one immediately before or after it. For example, if you have a Capricorn 'Sun' sign, Mercury could have been in Sagittarius (the sign before), Capricorn, or Aquarius (the sign after) at the time you were born.

To check exactly where it was when you were born, [click here](#) to fill in your details, then find your sign below.



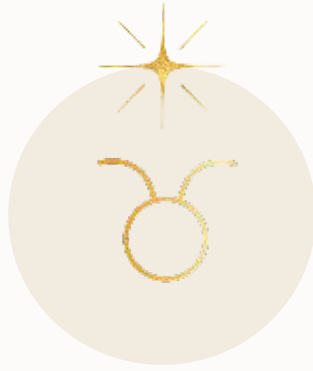
## Mercury in *Aries*

Wow, you like to move fast! You're a quick thinker with no time to mess around. You like to be direct and move things forward quickly, so you can get impatient with people who like to 'think things over' before making a decision.

You're probably one of those people who doesn't read the whole sales page... It's likely you've already made up your mind and just want the buying process to be quick and clear.

In business, you're a high action-taker and people are often surprised by how quickly you can generate results. To you, it all feels natural. However, you do need to be careful about jumping to conclusions or making big changes before getting all the facts.

**This can be a power-packed position for entrepreneurs, but it's important to remember that not everyone is able to move as quickly as you.**



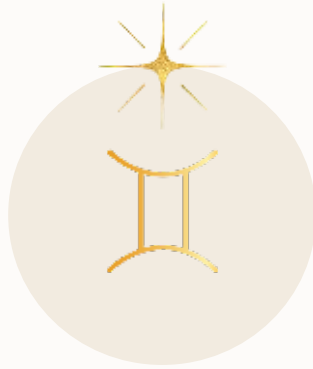
# Mercury in *Taurus*

You're a very practical, grounded thinker. You like to take your time to consider the options before making a decision or speaking your thoughts.

You prefer things to be step-by-step or methodical, and you have a knack for breaking things down into simple, easy-to-understand chunks or building blocks. People love you for your practical, no-nonsense advice (even if they're frustrated by how long it takes you to put your content together!)

In business, it's very important to you that information is visually easy to understand as well as logical. You're here to create something that's tangible, useful and will last.

**Be aware that you can be very stubborn once you form an opinion on something and it's important not to let this stubbornness stop you from being adaptable or making a change you need to make.**



# Mercury in *Gemini*

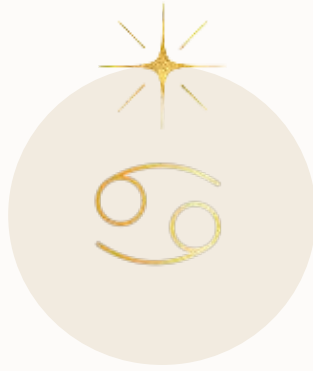
You are All. The. Ideas.

You have an incredibly agile mind and you're a strategic thinker and a brilliant networker. You're naturally curious and can process a lot of information at once. This makes you great at networking events, parties and on social media.

You're one of those sparkly people who likes to talk to everyone you meet to find out new things and feed your thirst for information.

This is a great placement for people in online business, but you need to be able to centre yourself so that your epic conversational skills don't lead you astray or down a murky gossip-filled rabbit hole.

**Use your incredible communication powers for good and your business will boom. Ground yourself regularly to avoid feeling scattered.**



# Mercury in *Cancer*

You're intuitive when it comes to communication. This means you're able to read between the lines of any conversation or social media post. For this reason, you're very protective of your vulnerable side – it can be difficult for you to open up when communicating with your audience.

However, you love to record or diarise things that have happened in your life or business. This is how you remember and keep track of what's happened. You probably love using planners and journals to record what's coming up in your life as well. You might also like writing letters.

You're an emotional communicator and your clients/customers feel comfortable and nurtured with you. However, you also take people's feedback extremely personally and you may need to learn how to distance yourself from your inbox (maybe delegate this task!).

**You like to have someone nurturing to talk to, so you would benefit from small/intimate business groups or 1:1 coaching.**



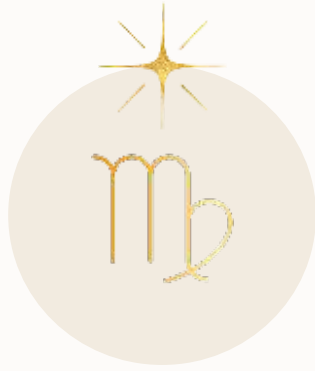
## Mercury in *Leo*

You're confident and passionate about your thoughts and opinions, or at least that's how it appears!

You're an expressive, engaging communicator with lots of flair, and you always have a story to tell. You can be a great public speaker and probably enjoy presenting your ideas on a stage.

You need to be careful of not coming across as a 'know-it-all' type, but you're usually very loyal and heart-centred in your approach to communication, friendship and business.

**One challenge to be aware of is attention to detail. You might want to have one of your Mercury in Virgo friends look over your content before you press publish!**



# Mercury in *Virgo*

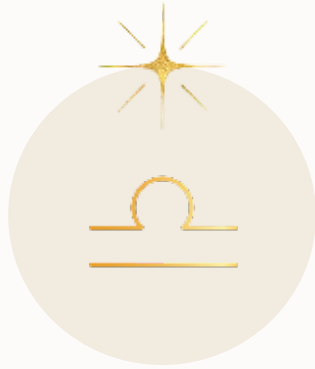
You're the one people come to when there's a crisis because you're a cool, calm and collected communicator.

You can't tolerate 'fools' and your style is thorough and matter-of-fact. You're excellent at organising and categorising information and you have high attention to detail for contracts and complex documents. Basically, you notice things that others miss.

In business, you're great at DIY because you like to solve puzzles and work things out for yourself first. You might not like chatting on the phone for hours (unlike your Mercury in Gemini friends), but you do like to write long, considered emails, messages, and social posts.

**A challenge to watch out for is focusing too much on the detail and missing the bigger picture.**





## Mercury in *Libra*

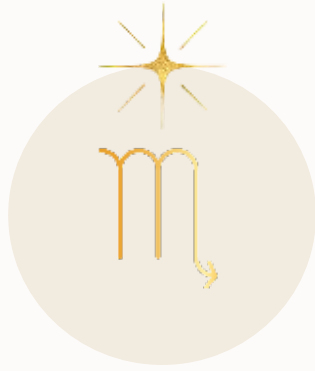
You're a born diplomat. You can always see both sides of the story and you have a gift for helping others feel understood. This can make you very persuasive and a great salesperson.

You're a graceful, easy communicator but you probably find decision-making quite difficult. You like to try on the options to 'see how it feels' first.

You also have a natural instinct for what others need to hear and it's likely you have a naturally charming voice. This means podcasting, radio, TV or YouTube interviews could be a great method of marketing and/or business growth.

One thing to look out for is the need to please. You can get into the habit of looking for validation of your opinions instead of trusting yourself and listening to your own inner knowing.

**Trust yourself more. You've absolutely got this.**



## Mercury in *Scorpio*

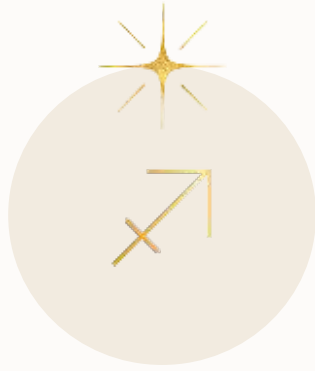
Your mind is always searching for hidden meanings so you have an uncanny ability to draw out people's secrets and lies. Plus you're interested in psychology and what makes other people tick.

You're frank (there's no beating around the bush with you!), you're realistic, and you're great at delivering pithy one-liners.

You can speak with great passion and intensity when you want to, so public speaking via podcasts or video interviews could be gold for your business.

You have incredible mental stamina and you might be up late studying or working when others have long gone to bed. Once you put your mind to something, anything is possible. However, your formidable communication style can be a bit intense at times.

**Try to notice when you might be taking things a step too far for those with milder communication styles.**



# Mercury in *Sagittarius*

You're on a quest for knowledge and very open to learning and growing. You love being social and this means you might find yourself getting involved in lots of online and offline communities (and the occasional debate...)

You're a born storyteller. You love to tell stories about where you've been and what you've seen/done and express your wonder at the world. You're also a great teacher so the online course world might be the perfect place for you to thrive.

You're fun, generous and often give people the benefit of the doubt, but it's important to watch your tendency to be a bit too blunt with your feedback or advice. This can come across as judgemental (even when you don't mean for it to).

**You love to learn, but you can become very attached to your ideas. Watch the way you give feedback so you don't get people offside.**



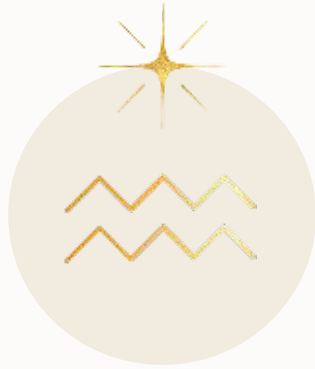
# Mercury in *Capricorn*

You're considered in your thinking and communication. You need to know all the facts before making a decision and this can drive your Mercury in Aries friends mad!

You're very practical, and you want every piece of communication to have a clear purpose. With this Mercury there's not a lot of room for small talk – you want to get to the point and get things done.

You're an observer. You notice everything, which can be annoying to some, but great for staying out of trouble. You do need to be careful of being too focused on the limitations and obstacles though because you might stop yourself before you've even given something a chance.

**Keep yourself feeling light and inspired by hanging out with people who believe anything is possible.**



# Mercury in *Aquarius*

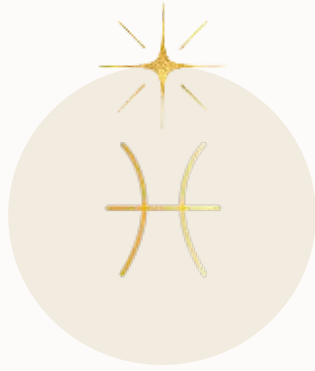
You just think differently. Basically, you're wired to think outside the box and be skeptical and more objective about the 'status quo'.

You're opinionated but sincere and you're always questioning spin and jargon.

You love to talk things out in an intellectual way. You're often very skilled at helping people to talk through their issues in a logical way and prod problems out of them. This could make you a great coach, but you need to watch out for your tendency to argue a point just for the sake of it.

A great trait of Mercury in Aquarius is when you give someone a compliment, you really mean it!

**Keep thinking differently and try not to get into arguments just for the sake of it.**



## Mercury in *Pisces*

You're dreamy, imaginative, and often get lost in your own world. This is a very empathetic placement of Mercury so you can be very good at getting in other people's heads and feeling their emotions.

It's likely you're very creative, artistic or musical, and you like to learn through experience. You might even feel like you receive messages through music and dreams (take note as this could help you create some amazing content!).

In business, you're very good at relating to people from all walks of life and understanding what they need. You need to protect your energy and guard against people who might try to manipulate your sensitive approach.

**Keep nurturing your creative side and protect your energy when you're dealing with difficult clients or customers.**



**Hi, I'm** *Sophia*



I'm a guide for soulful entrepreneurs who want to harness the power of their astrological profile to elevate their message, unlock flow, and attract their best clients.

While I have 15 years' experience helping big brands and entrepreneurs with marketing and sales copy, I also have a secret weapon...

I tap into the ancient wisdom of astrology to create more powerful, aligned messaging and launches that feel completely in tune with YOU.

**For more astro-business** *insights*

You can find me at [@sophiapallas](https://www.instagram.com/sophiapallas) on Instagram, or listen to my podcast on [Apple Podcasts](#) or [Spotify](#) for your next Cosmic Business Breakthrough.