

## CHART SERVICES FOR ASTROLOGERS

March 24, 2011

By Michael Erlewine ([Michael@Erlewine.net](mailto:Michael@Erlewine.net))

Dear Astrologer Friends,

Most of my Facebook friends are astrologers. I have been doing this some fifty years now (some of you probably have too) and I know many of you personally.

I have done my best here on Facebook to share whatever I have with you folks, sometimes probably more than you wanted to know. If you don't mind, I would like to ask you for your opinion on some astrology-related issues and would very much appreciate your help.

As most of you know I was the first astrologer to program microcomputers, back in 1977, and make those programs available to astrologers like yourself. In fact, an article on Matrix Software (my company) written for "Red Herring Magazine" states that aside from Microsoft, Matrix is the oldest software company still in existence on the Internet. That was news to me.

So here are my questions. Please help. And this will probably only interest professional astrologers, so my apologies to everyone else.

We are in the process of moving our astrological programs to the web. You will no longer have to buy programs, maintain them, upgrade them, and all of that. Instead of owning a calculation program and perhaps few astrology report writers, you will be able to choose from dozens of reports and features and never have to buy even one. Of course, all your current programs will continue to work on your desktop. This will be in addition to what you now have.

You will have the choice of many and varied reports, different styles of reports, and so on. The catch is that you will have to purchase them a report at a time. Here is how it will work:

As a professional astrologer you will sign up for an account, have your own space on our server, your own logo printed on the reports you order, and so on. Then you pay in something like \$25 and your orders will be debited down from that. This will allow you to buy reports, etc. at a wholesale price and sell them to your clients at whatever price you wish. They will all carry your name, address, etc. (whatever you want).

And you would order them from us and then direct them to be sent by email anywhere you wish, back to you, to your clients, etc. They would be full-color PDF files that can be viewed online and printed out only if needed. Most people are just looking at reports online these days anyway. And many of these will also work on mobile phones.

Here at Matrix Software we have developed a whole new style of astrological reports.

Traditional reports are long and text only. These new Matrix reports are shorter, more to the point, not filled with jargon, fully illustrated, and nicely formatted for your clients. Some examples are shown here. We have some thirty of these new reports being prepared. Now for my question:

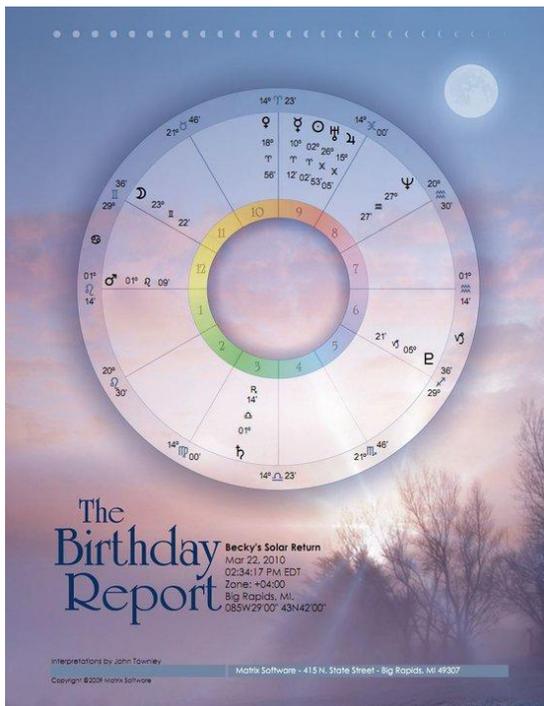
What kind of online services would you like to see available for your clients? Would you pay a modest amount on a piece-by-piece basis for a special report or calculation? What are your thoughts?

We all know how expensive desktop applications are to purchase, upgrade, and maintain. The new Web-Service from Matrix will give you an alternative to what you now have and allow you to pick up on reports or services you don't own and otherwise might never purchase.

Please give me some feedback. The new Matrix Web Service will be available in the next few weeks or so.

Thanks for your feedback on this!

Michael



Choose from hundreds of wheels, most in color.



These reports have in-depth, nitty-gritty details.



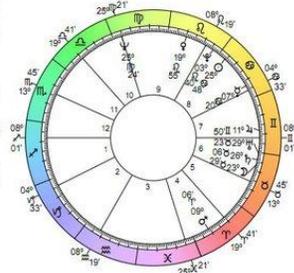
This reading compliments of:  
Your Web Site Name  
Contact: 1-800-555-5555  
Web site: <http://www.YourWebsite.com>

Report covers are themed, in color, and attractive.

## Introduction

Your astrological horoscope (natal chart) at birth is an important key to your personality and character, but your natal chart is not the last word about you. As time moves on after the moment of your birth, the Sun, Moon, and planets continue to circle through the heavens forming ever-changing kaleidoscopic patterns in relation to your own birth chart, bringing out or obscuring this or that part of you.

It can be useful to know how these ongoing planetary patterns relate to your life, and that is what this report is about. Here we calculate the primary astrological changes in your chart and interpret them so that you can see at a glance what is happening at any given time. Your events are arranged and interpreted chronologically, by well-known astrologer Michael Erlewine, and each event includes date and time, keywords, astrological indicators, and an astro-tarot card. We hope you enjoy your forecast.



### Michael Erlewine

July 18, 1941  
05:03:00 PM EDT  
Lancaster, PA  
076°W 8'00", 40°N 02'00"

Report: Sep 01, 2010 to Sep 30, 2010  
Place: Big Rapids, MI

Planet	Sign	Position	House	House Cuts
Moon	Gemini	28°10'29"	6th	08°50'01"
Sun	Leo	25°10'48"	8th	04°10'33"
Mercury	Cancer	07°10'20"	6th	08°10'19"
Venus	Virgo	19°16'55"	9th	25°19'21"
Mars	Aries	09°16'06"	4th	19°16'41"
Jupiter	Gemini	11°16'50"	7th	13°10'45"
Saturn	Gemini	26°10'06"	6th	08°16'01"
Uranus	Gemini	29°16'23"	6th	04°10'33"
Neptune	Libra	25°12'24"	10th	08°16'19"
Pluto	Leo	03°16'40"	8th	25°19'21"
Midheaven	Libra	25°12'21"		19°16'41"
Ascendant	Sagittarius	08°50'01"		13°50'45"

Timeline

Michael Erlewine

Introduction

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Our new reports are in color and have attractive tables and wheels.

### September (continuation)

**Saturday**  
Sep 2010  
**11**

**Moon Trine Mercury** Transit to Natal

You could be most persuasive with others, and eloquent in speech and communication. The situation is a natural for self-expression and lends itself to your particular ideas and thoughts. A good conversation with those you love is possible.

**Sunday**  
Sep 2010  
**12**

Enter: 09-12-10  
Exact: 09-12-10  
Leave: 09-13-10

**Moon Enters 12th House** Transit to Natal

Sympathy and understanding are emotional qualities that take on greater importance now. His wisdom, not knowledge, that counts most. Coming to grips with the past or getting in touch with the mystical and the spiritual, these things give a sense of satisfaction and completeness.

**Sunday**  
Sep 2010  
**12**

**Moon Square Venus** Transit to Natal

A strong urge for the social life may find you out and about. However, you will walk a fine line today between good company and disapproval, so beware. You could find yourself working against the values of another, going against the flow.

**Sunday**  
Sep 2010  
**12**

Enter: 09-12-10  
Exact: 09-12-10  
Leave: 12-10-10

**Mercury goes Direct** Mercury Retrograde Direct Transit to Natal

You may feel your mind is mired in the past just now, unable to get back or on with the present, much less see much into the future, but actually this is an excellent perspective from which to take advantage of whatever you do have going for you. This is a key point to take a cool, calculating look at whatever is occupying your mind, and you are probably as sharp and calculating as you are likely to get this round, so be shrewd and think things out. It won't get easier for that kind of mental figuring than right now, so take a hard look at things. Take advantage of this opportunity and use your mind.

**Sunday**  
Sep 2010  
**12**

**Moon Opposite Moon** Transit to Natal

You may find yourself having emotional differences with someone. Those around you, or the situation you find yourself in, may not feel right to you. You could be challenged.

Timeline

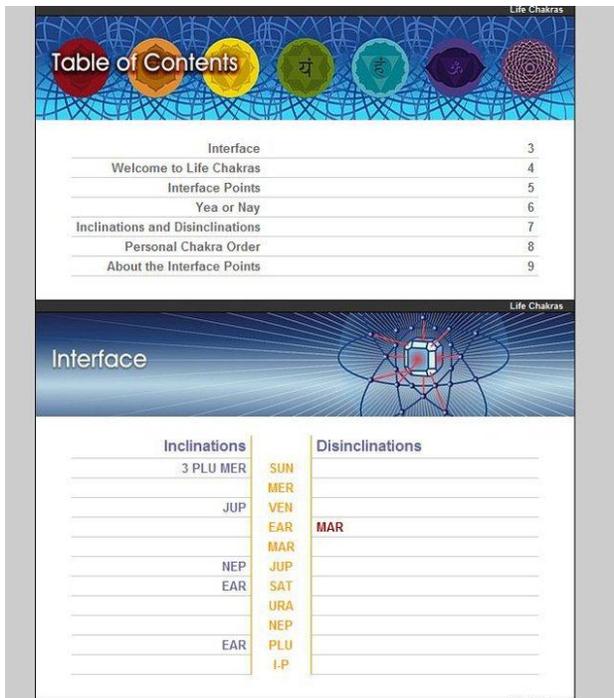
Michael Erlewine

September 2010

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Transits and progressions are detailed in easy-to-read pages and contain no jargon, expect in fine print. You don't have to be an astrologer to understand them.



"Table of Contents" are attractive and colorful.

