Make Every Moment Count

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It is only fair of me to warn you that by the end of this session some of you will never see yourself or other people the same way again. The information I have for you has the potential to totally transform your client relationships. Here’s the premise—it is possible to look at another human being and determine what type they are as easily and as simply as you can tell the difference between a Volkswagen and Aston Martin.

If you are willing to suspend disbelief, I will give you the tools to enable you to do exactly that. It doesn’t take long to learn how to do it, and it is not difficult to apply because it is based on observing physical characteristics. As soon as someone enters a room, you can figure out her or his type and within seconds know how best to engage with her or him. My clients have found enormous value in applying this information. Not only can you build trust and rapport more quickly and easily, but you can also avoid unnecessary misunderstandings.

The idea behind this system is that there are six basic types of human beings. This information has been around for millennia, and after studying this for over 25 years, I have found many references in mythology, art, sculpture, and literature. Each of the types is named after a god or goddess of Greek or Roman mythology and is also connected to one of the visible planets of the solar system. We will also find that there are clues to types in the English language itself. This is not astrology or any other system that you may have encountered—not that there is anything wrong with any of those systems—but this is different because it is based on the hardware of the human body. Each one of us is a combination of two adjacent types.

I’m going to describe the physical characteristics of each of the types. We will look at the way they see the world from their own particular point and explore the best ways to engage with a particular type.

We will also give famous examples of types so we can build a visual library of what each type looks like. In addition, we will explore which words, images, and concepts appeal to specific types to help us to build rapport with our clients. So we will go round the circle one type at a time, and as we do, you may sit there and say to yourself, “I know one of those,” which is fun. Then after a while you may say to yourself, “Oh dear, that sounds just like me!”

The circle symbol is based on an astrolabe. This intricate and remarkable navigation device was invented by the Persians over 1,000 years ago and enabled highly accurate observation of the stars and planets. Persian astronomers used the astrolabe to find their position on Earth. This system of types is based on the hermetic principle “as above, so below”—the idea that by observing the next largest system we can find our own place here on Earth.

MARS

The first type we are going to look at is the Mars type. In mythology Mars was the god of war and, if you look up the word martial in the dictionary, it says, “warlike, aggressive, likes a fight.” This is the root of the term martial arts. Mars is the warrior. What is most useful about this system is that it is based on observing actual physical characteristics, not body language, but the physical body, the vehicle itself. So this is what someone who is 100 percent Mars looks like: He or she has a squarish or bullet-shaped head, red or reddish
hair regardless of ethnicity, piercing blue or pale eyes, a thick neck, barrel chest, strong shoulders, narrow hips, bandy legs, and short stubby fingers. If the individuals are Caucasian, they will have a lack of melanin in their skin, which means they have freckles and burn easily in the sun. They have a robust physique and give off the feeling that they are ready for action. A great time to spot a type is when they enter a room. When a Mars walks in, it’s as if she or he just stepped off a horse.

Mars people are very alert and vigilant. They are not famed for their patience; they have a lot of adrenaline and testosterone coursing through their bloodstream. Mars people are prone to binary thinking, so they see things in terms of black and white or right and wrong and have very little time for small print or shades of grey. They want clarity, and they love to get their hands dirty. They want things that are tangible in their lives, and they want to get on with things. They like to go from A to B directly. Mars people believe that most electronic devices can be fixed by hitting them. Mars people value self-reliance, determination, loyalty, and honesty. They tell the truth as they see it and expect the same from other people. They would rather hear an uncomfortable or unpleasant truth than a white lie or platitude. It is best to just give it to them straight. Tact and diplomacy do not come easily to a Mars. If you want honest feedback, ask a Martial.

Where would you find this type working? Construction, demolition, security, law enforcement, oil rigs, logging, military, nightclub bouncers, rugby players, football players, paramedics, and stunt people. If someone owes you money, set a Mars on them. With a strong sense of right and wrong and the willingness to step into a confrontation, Mars makes the ideal law enforcer. She or he protects the weak underdog from the bully and has a visceral intolerance of injustice. Mars types enjoy dangerous sports that generate adrenaline. A vacation with a Mars is more like a military occupation of a foreign country.

Mars people can acquire a liking for alcohol. This can create problems as it makes them even more forceful blunt and direct. If you have Mars clients and they are argumentative, then you’re doing really well because Mars people build trust by arguing with people. What they want you to do is take a stand and they will pursue you further because what they want to find is the point where you oppose them so they can respect you.

Now I know some of you think that when I describe the Mars type I’m being over the top and exaggerating. Well let’s see if you can name a few famous examples. Can anyone think of any famous Mars people? Yes, Bruce Willis. In Hollywood movies we always want Mars to play the good guy, the hero. Henry VIII was definitely Mars. This marriage isn’t working, so off with her head! Mars can be quite destructive.

Check out the head of Mars. Notice the commonality among these people. This is the look that Mars people get in the eyes—that look that says, “Don’t mess with me!” Mars women are often very grounded.

Mars values self-reliance highly. If you have built a relationship with a Mars client to the point where she or he asks you for help, then you have built an enormous degree of trust. Mars people do not like to ask for help. Most people can say the words, “I need help,” but to Mars people what they are saying in their mind is “I’m a pathetic loser.”

Van Gogh’s Mars nature shows up his artwork—the directness, forcefulness, and bluntness. There is nothing subtle in his paintings. We can hear the same energy in the music of Beethoven.

In Nelson Mandela we see the determined fight against injustice. Richard Branson is a Mars, and this philosophy is reflected in the title of his autobiography, Screw It, Let’s Do It.

In summary, when engaging with a Mars client, get straight to the point. Be prepared to stand your ground. Don’t worry if the ride gets a little bumpy. Tell it like it is. Expect the same bluntness in return, and demonstrate loyalty and strength.

Words that appeal to the Mars spirit include fight, struggle, adversity, ordeal, endurance, against the odds, fair, clear, straightforward, simple, and cut to the chase.

JOVIAL

The next type we are going to look at is Jupiter, or Jovial. Jupiter was the king of the gods. If you look up the word jovial in the dictionary, the definition reads “warm, jolly, cheerful, open hearted, generous, and happy.”

So the physical characteristics of Jovial types are as follows: They tend to carry a bit of weight, especially in the upper body and chest, the face is fleshy and can be jowly with a pleasant and open demeanour. Jovial men sometimes collect extra chins as they get older. Jovial men are also prone to lose their hair, so a bald head is often an indicator of the male Jovial type. Jovial women are sometimes described as pleasingly plump. Jovial is one of two types in this system that Western culture judges as being overweight, though actually they are naturally just heavier than the average anorexic supermodel.
When Jovials enter the room, it’s as if royalty has arrived because, in the mind of a Jovial, they are royalty. So this is the king or queen sweeping in to take center stage, which is where he or she belongs.

They then start talking about themselves because in the world view of a Jovial nothing in the room is more interesting than they. Jovials have a large presence and a large repertoire of stories and wit. They enjoy being in cultured, harmonious environments with interesting people around them and are highly adept at creating a warm and creative atmosphere around themselves.

Jovials like things to be big—their cars, houses, and wardrobes are large. Jovials do not believe that less is more. They know very well that more is more, and they want more. They enjoy money—they enjoy making and spending it, especially spending it, and especially spending other people’s money. Jovials are not fond of budgeting. If they want something, they simply buy it. They are unthinkingly generous with their friends and family; they do not like to see the people they care about go without. Jovials like to wear the trappings of success. They also like to collect interesting people and introduce them to one another as if they are playing the role of a theatre director in real life.

Where would we find this type happily working? In the arts, theatre, antiques trade, diplomacy, classical music, opera, theatre, cinema, fundraising, finance, and as pub landlords and restaurant hosts.

Despite their large and confident presence Jovials are highly sensitive to criticism and will not easily forget a perceived insult or slight. It is important when engaging with the Jovial client to use the phrase yes, and rather than yes, but. They may sulk or withdraw if they feel their habits or tastes are being disapproved of.

When Jovials are offended, their revenge is quite specific. They will banish you from their kingdom, and you will not be invited to their parties and events. In the mind of a Jovial this is the worst punishment that any human being can suffer—to be cast into the outer darkness and wither away far from their radiance.

Their Achilles heel is flattery. An unscrupulous person can get anything from Jovials simply by flattering them until the Jovial becomes like putty in his or her hands. Tell them they look marvelous, that they are erudite and gifted, and you will soon have a Jovial eating out of your hand. My stepfather is a Jovial, so I know this from experience.

So Jovials are large warm, jolly people with a pinkish glow who like to have a good time and gather people around them. Who would like to give me a famous example? Oprah Winfrey is a wonderful example of a Jovial. She’s even referred to as the queen of daytime television.

Alfred Hitchcock always managed to put himself in his films. Rembrandt is a great example of a jovial artist; he painted a great number of self-portraits. Oliver Hardy was a fine jovial comedian—Jovials love to joke and laugh. Louis Armstrong also known as “laughing Louis.” Traditional jazz is a jovial type of music, as is the polka.

In summary, when engaging with a Jovial clients, focus more on possibilities than on limitations. Be tactful when offering advice, compliment them, laugh at their jokes, make them feel special, and never criticize them.

Words that appeal to Jovials include exclusive, high-quality, luxurious, refined, valued, top-notch, elegant, and creative.

We can look at a couple of examples of people who are a blend of Mars and Jovial. Winston Churchill embodied the belligerence and strength of Mars, and his stirring speeches showed the eloquence and linguistic richness of Jovial. Janis Joplin embodied some of the more challenging elements of the Mars-Jovial combination. Mars likes to drink, and Jovial likes “a lot,” so Mars Jovials sometimes like to drink a lot!

LUNAR

The next type we are going to look at is the Lunar type, which is connected to the moon. Diana, or Luna, is the goddess of secrecy, hunting, and the night. She is depicted with a bow and arrow, hounds at her feet, and a crescent moon above her head. There are hundreds of paintings and sculptures throughout history that depict the goddess in this way.

Notice her round face with a small chin. This is a characteristic physical feature of the Lunar type. Lunar people do not like attention—this is the goddess of secrecy after all. They like to be left alone to make their own decisions in their own time no matter how long it takes. Lunars generally are not physically robust. It is unlikely that they were picked first to be on the school football team.

It is fun to spot a type when they first enter a room, particularly if there are already a few people in the room. Lunars do not like to draw attention to themselves, so a Lunar will close the door so quietly that it is inaudible to the human ear. They will then stop breathing, look at the ground, and mouth the word sorry as they head for the nearest seat. If you want to have a bit of fun, at the moment when they are just sitting down, loudly welcome them into the room. This is doubly uncomfortable for Lunars because they do not like
to be noticed, and they do not like to break the rules, and by showing up late, they have achieved both.

If you have a Lunar employee and you want to ruin her or his day, either one of the following two phrases will be absolutely horrifying to them: **Open plan office or A networking event.** The last thing a Lunar wants to do is to walk into a room full of strangers, meet and greet, and hand out business cards. Most Lunars would much rather deal with numbers than with people because numbers make sense and they are predictable. Organizations sometimes make the mistake of promoting a Lunar with technical expertise into a people management position. This causes stress and is often non-productive. Lunars love to dot the i’s and cross the t’s. Their attention to detail is unmatched by any other type. They have an ability to persist that is truly phenomenal, and their coolness under pressure is legendary. When a passerby rescues a child from a burning building, hands the child to the nearest firefighter, and melts back into the crowd, the newspapers are then filled with the search for the “quiet hero.”

Lunars keep their cool under pressure, do what needs to be done without drama, and move on. They have no need for dramatic public recognition. It is never a good idea to throw a surprise party for a Lunar. A Jovial would be very happy with a surprise party every Friday, but not a Lunar. This is the type most often misunderstood by the other types. In fact, if you form a solid friendship with a Lunar, you may notice that the longer you know her or him, the less the Lunar talks to you because in the mind of a Lunar, the friendship is in place so there is no need for all of the words. The Lunar is very often the quiet hero in a family or organization, and no one has any idea of the magnitude of the Lunar’s contribution until she or he goes on holiday and the entire office grinds to a halt.

So where would Lunars be happy working? They flourish in a quiet, precise environment with very clear guidelines—accounting, IT, architecture, quality control, health and safety, software development, research science, medical laboratories, archaeology, libraries, and museums.

If I ever need eye or brain surgery, I will insist that the surgeon is a Lunar. My appendix was removed by a Mars surgeon—the recovery time was longer than expected.

Lunar people often have secret pleasures. Still waters run deep, and it can be a surprise to find what Lunars enjoy in their spare time. If you have a Lunar client and, after several years, he lets you know that he enjoys dressing up as a Klingon at Star Trek conventions or building replicas of eighteenth-century sailing ships, then you have built a firm relationship. Under no circumstances push a Lunar client.

Give her space and time to make decisions, and if a Lunar says no to you, then immediately take a step back. Once he has said no, it is the end of the story until the Lunar decides to move. If you push a Lunar, it will damage the relationship. Lunars often have a remarkably dry and quirky sense of humor and sometimes give the impression that they are observing the rest of humanity as if they are anthropologists from a different tribe. Lunars succeed through persistence and often climb the corporate ladder by the rear fire exit so their ascent is not visible until they pop up as CEO.

So slender people with a roundish face and a small chin who like to be left alone. Who has some famous examples for us? Of course, “famous Lunar” is almost an oxymoron as they avoid the spotlight. Yes, Bill Gates and Woody Allen. Mahatma Gandhi, who used the power of persistence to change the course of history, practiced nonviolent resistance called satyagraha. Jan Vermeer was a Lunar artist whose intensely precise paintings typically depict a solitary Lunar subject. Jane Austen was known for her intricate observations of the human condition.

There is a seventeenth century painting of a Lunar woman by Joshua Reynolds. She is depicted as the goddess Diana herself with a narrow chin, a hound at her feet, and a crescent moon above her head. This information has been hidden in plain view for centuries.

In summary, when engaging with a Lunar client, remember that patience is a virtue, persistence pays, you can’t have too much detail. Slow and steady wins the day. All good clichés because, in this case, they are absolutely true.

Words that appeal to Lunars are precise, secure, detail, calm, measured, reasonable, sensible, process, tried-and-true, considered, and unhurried.

By the way, people who are a combination of Jovial and Lunar are often drawn to the world of finance. They make superb advisors because they have Jovial warmth aligned with Lunar precision. Jovials love money, and Lunars like to make sure the numbers add up. Every single Jovial-Lunar that I have met has a high IQ, and the closer they are to Jovial, the more likely they are to tell you this.

**VENUS**

Continuing around the circle we come to the next type, which is the Venus. Venus is the goddess of love, fertility, healing, and child rearing. She is always depicted with long flowing hair, a voluptuous body, and children by her side. The earliest depictions of the human form in art are Venus figures from 25,000 to 30,000 years ago.
Venus people have thick, dark hair, lots of it. Venus men have lots of dark hair on their bodies. They have big brown eyes, big fleshy lips, and soft skin. This is the second type that Western culture labels as overweight; whereas Jovial people carry their weight around their midsection, Venus people carry weight all over but especially around the thighs and hips.

When a Venus enters the room, she or he is almost inevitably late because these are the slowest moving of all the types. If they realize they are late, they slow down even further because “Well what’s the point in hurrying if I’m already late?”

So they enter the room slowly, and their attention is on the other people in the room. Venus people are naturally caring and are especially drawn to the broken and wounded in society. This is the goddess of love and healing after all. If you have Venus friends, they are the people you can really relax with. Their homes are comfortable, and you can just unwind and be yourself in their company. Their relationship to time is different from that of all the other types. Most people see time as linear—there is the past and the present and the future, all in a line. To Venus people, time is more like a warm, syrupy liquid that they float through. So if you say to a Venus friend that dinner is at 8:00 at your house, they will start getting ready around 8:30 and wonder why people are surprised when they arrive at 10:00. A Mars type, on the other hand, will show up at 7:50 with a fork in hand.

The other relationship that Venus people have that is different from that of the other types is the relationship to the concept of self. Most people have a strong sense of “self and other” or “I and you.” For Venus it is “us” or “we.” They see the rules as one integral part of the whole tribe, team, family, or organization. They don’t like to stand out from the crowd and be recognized for their achievements in case it makes the rest of the crowd feel uncomfortable or less competent.

I once worked with a group of Native American school-children on the Pima reservation, and when I asked the group a question, the child who knew the answer became uncomfortable and avoided my eyes because he did not want to get the question right and make the others look bad. For this reason Venus people are very often overlooked in organizations, and their contributions can be taken for granted. They live through, or for, other people, so they can be quite vague about their own goals and aspirations. It can be great fun to ask a Venus the killer question, “What do you want?” and watch their eye movement as they search internally and ask themselves the question, “What does this person want me to want?”

It is not unusual to find an organization where the power behind the throne of a powerful person is a Venus who supports her or him quietly from the background and has greater influence than is at first obvious.

So we have caring, warm, and nurturing people who have an innate ability to take care of others. Where will these people happily work? Nursing, massage therapy, social work, counseling, childcare, plant nurseries, animal welfare, catering, hair salons, teaching, and charities.

I’m glad you mentioned human resources. It is true that many Venus people blunder into HR believing that it involves taking care of people. Then comes the day when they have to fire someone and realize that maybe they have not made the ideal career choice. One of the benefits of this system is that it can help people to find the “right seat on the bus” or the ideal role within a team or organization according to their type.

If you have Venus clients, it is worth investing the time to find out what it is they really want, really dig into this question. It will almost inevitably revolve around their families. Once you have this clarity, remind them of this. You may need to be more direct with a Venus client than with other types. They are prone to inertia and may need a prod now and then.

So, large soft, dark haired, easy-going, slow-moving people. It is more of a challenge to find famous examples of Venus but can you think of some? Nigella Lawson, the domestic goddess—Venus people do like their food. Yes, Elvis Presley being a case in point. Jennifer Lopez is a Venus. This information is everywhere and has been for thousands of years.

Marlon Brando who got very big and worked for native rights in Tahiti. Polynesia, and especially Hawaii, is in Venus territory. What happens when you land in the airport in Hawaii? They put flowers round your neck and give you a kiss. Did anyone receive the same treatment at Philadelphia airport? No, the East Coast of the United States is not a Venus territory.

Luciano Pavarotti had a bit of a problem with dessert, as did Mama Cass from the Mamas and Papas. Auguste Gauguin was a Venus artist who moved to Tahiti and painted canvases that captured the languid relaxation of a Venus culture.

In summary, when engaging with Venus clients, be aware of their need to serve their family and organization. That will be their priority. Using the word we will build rapport and trust. Don’t be afraid to be more direct than you would
be with other clients, and keep checking in to be sure your clients are in touch with what they need.

Words that appeal to Venus people include *we, us, the team, the organization, the company, the family, our, service, support, collaboration, assistance, mutually beneficial, inclusive, all parties, and comfortable.*

People who are a combination of Lunar and Venus are often drawn to work in stable, large organizations where they have a defined role that does not involve moving about too much. If all the Lunar-Venus people in the world went on strike tomorrow, every hospital, library, and postal service in the world would collapse.

**MERCURY**

As we come to the next type, things start to speed up. Venus is the slowest moving of the types, and Mercury is the fastest. Mercury is the winged messenger of the gods and is always depicted with wings on his helmet and on his heels, Mercury is the god of commerce, communication, travel, and thieves. As the god of commerce, the words *merchandise, merchant, market,* and *marketing* come from the word Mercury. In French, *mercredi,* is market day. The word *mercurial* means fast moving, animated, lively, quick-witted, changeable, and erratic.

The archetypal Mercury has dark hair, good cheekbones, dark flashing eyes, pearly teeth, and a wiry sprinter’s physique. A typical mercurial woman will be this tall, with her shoes on she will be this tall, and with her hair done she will be this tall. [visual] This type is built for speed and action.

The metal, mercury, is also known as quicksilver and is the only metal that is liquid at room temperature and literally slips through your fingers.

When a Mercury enters a room she or he gets noticed. They are constantly on the move and scanning for where the action and power are concentrated. Not only do they love attention but they know how to handle and direct the attention of a roomful of people. They often enter fashionably late because that’s when more people will look at them than any other time. Mercuries do not like to go from A to B because they may miss something. So at a networking event they will bounce around like excited children.

They love to wheel and deal and are always looking for a loophole or a new angle. They move, think, and speak more quickly than anyone else, so they have the ability to synergize ideas and inspire people to see new possibilities. They love the thrill of spinning lots of plates and sailing close to the wind. Mercuries see the rules as applying to dull-witted, noncreative people and often see themselves as exempt from everyday restrictions. They are like chameleons and are able to adapt to any situation in which they find themselves, and they quickly create rapport with whomever they encounter. It is great fun to bring a Mercury into contact with two people from very different backgrounds and watch the Mercury adapting his persona to both sets of expectations at the same time.

Mercuries do not like to be in situations that they do not control, and they like to keep their options open. If you invite a Mercuries to a party, it is unlikely that they will immediately say yes or no. They will ask questions and then tell you that they will get back to you once they have checked their diaries. They like to give the impression that there is always someone more interesting for them to be with.

So dark haired, charming, fast moving people who love to engage and communicate. Where would we find mercurial people working? Sales—they make superb salespeople. A Mercury gives up on a lead when the client either buys or dies. Marketing, PR, spin doctors, actors, public speakers, politics, all areas of the media, New York City and Hollywood, and advertising.

If you are engaged with a mercurial client then expect high-energy discussions with lots of twists and turns. You may need to anchor the conversation and bring them back on track. They love to feel that they are gaining access to inside information.

It is not difficult to think of famous Mercuries because they love the spotlight—dark haired, fast moving, charming, persuasive people who love to dazzle and entertain. Examples of famous Mercuries include Eddie Murphy, Liza Minnelli, Joan Rivers, Sammy Davis Jr., and Cher. The list goes on and on.

When you look at a picture of the god Mercury in the temple in Rome, notice the stance and confident poise. Look at President Obama. Notice the same stance and dazzling smile.

Amy Winehouse, Machiavelli (his book, *The Prince,* was basically a handbook in how to be a Mercury), Silvio Berlusconi, Charlie Chaplin, Freddie Mercury (yes, he chose that name) are Mercuries.

If you are ever in legal trouble I recommend that you get yourself a mercurial lawyer.

In summary, if you are engaged with mercurial clients, be prepared for penetrating and random questions. Do not be surprised if they appear suspicious. Do not be surprised if they have an interest in bending the rules. If you do not expect everything to be straightforward, it will be easier to maintain your own sanity. Expect wit and charm and plenty of jokes.
Words that appeal to a Mercury are exciting, cutting edge, the latest, not for everyone, hush-hush, top-secret, between you and me, power and influence, well-connected, unfair advantage, under the radar, not widely known, not for public consumption, brand new, and just out of the box.

Those who are a combination of Venus and Mercury make wonderful actors who combine the sensuality and warmth of Venus with the flash and glitter of Mercury. The Rio de Janeiro Carnival is possibly the ultimate Venus-Mercury experience.

SATURN

We come to the final type on the circle. Saturn is the god who taught agriculture and governance to the Romans. In more recent times Saturn is depicted as Old Father Time or Death, as we see in images where he is depicted with his scythe and hourglass.

If we look up the word saturnine in the dictionary, it reads gloomy, taciturn, ascetic, and dour. Saturn has always been associated with limitation and restriction. This is the farthest of the visible planets and was believed by the ancients to describe, with its orbit, the limit of space.

Physically the archetypal Saturn is about six feet tall or thereabouts with a narrow, long face, long neck, prominent nose and chin and brows, a bony chest, and long arms and legs. They are slow and deliberate in their thoughts and movements, and they sort of enjoy looking down their noses at the short people. When a Saturn enters a room it’s as if Dad has shown up and is not quite satisfied with the way everyone has been behaving.

They can radiate an air of disapproval and control a room without saying a single word but simply by raising an eyebrow. Saturns just feel taller and more grownup than the rest of us. They can see farther than we, and they think in terms of possibilities. Saturns believe in long-term, lofty goals that they set for themselves and are willing to set for you if you let them. They are driven to organize and improve situations, organizations, and entire countries. The British Empire was a Saturn institution. The British walked around the world looking down on people and telling them how to do things properly. In the Victorian era, God was a saturnine Englishman, and the sun never set on the empire.

Saturns bring a paternal influence which at its best is benign and encouraging, and at its worst is domineering and controlling. Saturns can easily forget to have fun and sometimes give the impression that they are laughing at your jokes because they are supposed to.

Saturns have a strong affinity for justice and fairness and often bring a selfless devotion to the causes they believe in. They can be noble and self-sacrificing and live according to principles rather than their appetites. At their best Saturns give us ideals that we can aspire to and are themselves models of consideration and politeness.

So we have these tall and deliberate, well organized paternal people. Where would we find them? Teachers of course, directors of companies, town planners, high-ranking officers in the police or military, consultants, business coaches, school principals (I once gave this presentation to a group of school principals and ended up asking the question, “Is there anyone in this room who is not a Saturn?”), strategists, government ministers, and philosophers.

Saturn clients want to hear reason, and they are interested in long-term conservative plans and investments, especially those that have an ethical background.

Famous Saturns are often found playing roles where they are seen as trustworthy and highly principled like Gregory Peck in To Kill a Mockingbird. Clint Eastwood and Katharine Hepburn are also Saturns.

There is a painting by Hieronymus Bosch from 1430. The title of this painting is The Wayfare and is a perfect depiction of the Saturn type who is walking alone on a lonely road.

There is a movie The Road, which is a Saturn book by a Saturn author named Cormac McCarthy, made into a saturnine film starring a Saturn lead actor who is playing a father taking a lonely journey along the road to preserve the values of civilization. Things don’t get any more saturnine than that.

For some reason the United States and Europe have decided that the saturnine female is the ideal type of model, so we have endless Saturn women gracing the catwalks with their impossibly tall and slender forms. Is this where it began—with the Barbie doll in 1959?

Prince Phillip—he has a great Saturn job that involves traveling around the world looking down on people. Julius Caesar wrote his battle reports before the battle because he knew he was going to win: “I came, I saw, I conquered.”

So in summary, Saturn clients will want an unhurried meeting. They will want to address the big picture and lay out their long-term, highly principled goals. They will be slow to make decisions, but once wheels are in motion, they will stick to the course. Expect them to say “hmm” a lot.

Words that appeal to a Saturn include fair, considered, overall, long-term, ethical, progressive, big picture, procedure, incremental, and reasonable.
This brings us full circle. We started with Mars, and between Saturn and Mars, this combination gives someone who has the overview of Saturn and the grit and determination of Mars. These are the explorers, mountain climbers, and empire builders such as Andrew Carnegie, Donald Trump, and the archetypal cowboy.

We have examined each of the types in turn, and according to this system, every one of us is somewhere on this circle. We find ourselves embodying two adjacent types.

Let us imagine a social event attended by all the types. The Lunars will show up early because there are not too many people around. They will bring an appropriate offering, and a couple of them will stand off to the edge and talk about the things they don’t like at the party. “Oh I don’t like the carpet. The food is too rich. The music is too loud.” When more guests arrive and the noise level builds, the Lunars will quietly leave.

The Venus types will show up late, of course, but they will have made cakes for everyone. They will take care of the children, serve people food and drink, listen to people’s stories, and give back rubs. At the end of the party they will do the washing up.

The Mercuries will show up fashionably late, make a dramatic entrance, and start networking. They will wheel and deal, hand out business cards, and leave before the end because they will have a much more interesting and exclusive party to go to.

The Satyrs will collect in a clump, sip at their wine, and politely philosophize while gently disapproving of the noise and chaos. A lone Saturn may circulate and give sage advice to those who appear lost or in need of guidance.

Mars is very happy at a party as long as there is something to do. If there is a barbecue on a balcony they are in heaven. They can burn the food, or themselves. They can crack jokes and drink heartily. Someone may even fall off the balcony, and, if they stick around long enough, there may well be a fight. At the Mars perfect party there would also be gatecrashers that they could repel or reject.

We will find Jovials circulating grandly after having made a sweeping entrance and dispensing wit, bonhomie, and favors. They will, of course, be the host of the party, introducing the most important guests to one another and celebrating the fact that they have collected such an interesting and diverse group of friends.

This system is ancient, and the structure is based on the astrolabe and the principal “as above, so below.” Let us remove the circle and examine the background.

There is an eighteenth-century woodcut made by German alchemists where you can see each one of the gods or goddesses depicted exactly as described. We have also found living examples of each type in this room. This is one of hundreds of such images that can be found throughout history. This information has been hidden right in front of us for centuries.

By recognizing the types of people we are interacting with, we can respect and honor their way of seeing the world, and we can build trust and rapport. You can use this information to build fruitful and harmonious relationships with your clients. You may even come to a deeper understanding of yourself.