



align *your* COSMIC • LUNAR HUSTLE WORKBOOK

LEVERAGE YOUR INTUITION, MANAGE YOUR GROWTH,
AND TAKE **INSPIRED ACTION** WITH THE *lunar cycle*.

CO-CREATE YOUR *brand, business, and life* WITH
VICKY AYALA

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ALIGN YOUR HUSTLE WORKBOOK

LEVERAGE YOUR INTUITION, **MANAGE YOUR GROWTH**,
AND TAKE **INSPIRED ACTION** WITH THE *lunar cycle*.

COLLABORATIONS

If you work with private clients or sell offerings that are aligned with the contents of this book, and you would like to incorporate this book into your signature program, virtual course, workshop, and seminar contact me directly at: collabs@vickyayala.com using the subject: **ALIGN YOUR HUSTLE WORKBOOK COLLABORATIONS**

ORDERING INFORMATION

Exclusive discounts are available on bulk quantity purchases (25 or more) by startups, organizations, professional groups, ERGs, retail boutiques, academia, corporations, and others.

For details, contact me at: wholesale@vickyayala.com
using the subject: **ALIGN YOUR HUSTLE WORKBOOK WHOLESALE**

Third Edition.

LET'S BE BRAND BESTIES

Join me online where I muse about entrepreneurship, mysticism, and the desire for wanderlust adventures that may or may not include my undying desires to live where there are palm trees.

Connect with me at VICKYAYALA.COM or on Instagram and Twitter [@VICKYAYALA](https://www.instagram.com/VICKYAYALA).



NEW MOON.

During this phase, you will want to **INNOVATE**. This is all about new ideas, making decisions to chart forth in something and embark on a new adventure. Spend some time journaling so you can track growth and stay connected to the energy that will boost this goal.

Set your intentions. Find courage. Prepare your energy for the next chapter you are about to write with your workflow.



FIRST QUARTER MOON.

During this phase, you will want to **CULTIVATE**. This is all about building on your intentions and transforming emotion into action. Use this phase to grow what you want to bring forth. Remember to check-in so you are accountable for your consistency and efficiency.

Nurture your growth. Commit to taking inspired action. Challenge yourself to improve and modify your approach, as needed.



FULL MOON.

During this phase, where you will want to **ACKNOWLEDGE**. This is all about recognizing what is in front of you and owning up to your responsibility. Insight is healing because once you've seen something, you can't unsee it. Consider this your reality check.

Be honest with yourself. Reflect on what you've discovered so you can integrate what you need and discard what you don't.



LAST QUARTER MOON.

During this phase, you will want to **EVALUATE**. This is all about moving forward with integrity. This is the time to let go of what isn't working. Connect with this awakened version of yourself. Take stock of how you've grown and evolved so you can celebrate your wins.

Give yourself the gift of grace and permission so you can replenish your energy in time for the next chapter of your journey.

USING THIS WORKBOOK

I created this workbook to help support the daily grind of work, life, and everything in between. You can leverage this book as a planner, but the focus is really to help you document daily shenanigans and organize how you are shining and thriving with your *emotional, mental, and physical wellness*.

Cultivating a journaling practice can be a therapeutic experience. Getting those thoughts out of your head and onto paper can help with reclaiming your power so that any limiting beliefs in your psyche do not become the driving force of your life.

While this workbook was created with the entrepreneurial peeps in mind, you can leverage this book to guide your strategy and workflow because I've factored in how your emotional self is also part of the entrepreneurial journey.

There will always be these nine phases: new moon, waxing crescent moon, first quarter moon, waxing gibbous moon, full moon, waning gibbous moon, last quarter moon, waning crescent moon, and the dark moon.

THE MOON PHASES AS THEY ARE DO NOT CHANGE. What changes each month is the energy you are working with and how you leverage the energies of those different signs to cultivate your goals and make your moves.

Aries is a fire sign ruled by Mars, so perhaps your intentions are rooted in action, whereas Pisces is a water sign ruled by Neptune + Jupiter, so perhaps your intentions are rooted in expanding your intuition. Taurus is an earth sign ruled by Venus, so perhaps your intentions are rooted in pleasure and comfort, whereas Gemini is an air sign ruled by Mercury, so perhaps your intentions are rooted in your message.

This workbook is focused on the following moon phases: **NEW MOON, FIRST QUARTER MOON, FULL MOON, AND LAST QUARTER MOON.**

There are also blank sheets for you to free write, jot down notes, brainstorm ideas, and all that jazz.

You are likely not going to track the moon daily, but you can focus on the weekly shifts and apply the teachable moments. If you want to deepen your work with the moon phases, you can look at your natal chart and work with the houses to make your magic. You can generate a birth chart at websites like astro.com and astro-seek.com. You will need the exact time of birth to know what your house placements are. Once you do, then you can do the work in accordance with where the moons are hitting your individual chart.

I look forward to seeing how you evolve your brand, business, and life with *the lunar phases!*



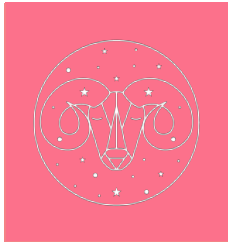
NEW MOON

*Light a candle, make your wishes,
and get ready to throw down.*

*This is your time to initiate
and start a brand-new chapter.*

NEW MOON IN ARIES

NEW IDEAS. MAKE DECISIONS. START A NEW ADVENTURE.



ARIES: INNOVATE YOUR *energy*

ELEMENT: FIRE

ENERGY: CARDINAL

RULER: MARS

DATES: MARCH 21 – APRIL 19

SEASON: STARTS SPRING

AREAS TO FOCUS: PHYSICAL SELF, LEADERSHIP PROJECTS, LAUNCH STRATEGY

INITIATE. IDENTIFY ONE IDEA YOU WANT TO FOCUS ON DURING THIS **NEW MOON?**

EMOTIONAL. HOW DO YOU WANT TO FEEL WHEN THIS IDEA COMES TO LIFE?

FOCUS. WHY NOW?

IDENTIFY

CONSOLIDATE. OUTLINE YOUR IDEA INTO FOUR PARTS.

ORGANIZE

--	--	--	--

AUTHORITY. HOW WILL YOU POSITION YOURSELF TO ASSERT YOUR EXPERTISE WITH THIS IDEA?

ARTICULATE

ARCHETYPE. WHO DO YOU NEED TO EMBODY DURING THIS **NEW MOON** TO HELP YOU REALIZE THIS IDEA?

INNOVATE YOUR ENERGY

SET YOUR INTENTIONS FOR THE **NEW MOON IN ARIES.**

SHORT TERM. DESCRIBE HOW YOU WILL MEASURE SUCCESS **IN 4 WEEKS.**

4 WEEK CHECK-IN DATE:	

PRACTICAL MAGIC. OUTLINE A REALISTIC PLAN TO ACCOMPLISH THIS GOAL.

WEEK ONE	WEEK TWO	WEEK THREE	WEEK FOUR

LONG TERM. DESCRIBE THE GROWTH YOU WANT TO **EXPERIENCE IN 6 MONTHS.**

6 MONTH CHECK-IN DATE:	

STEP INTO YOUR POWER. SET BENCHMARKS THAT WILL TRACK YOUR WORKFLOW OVER THE NEXT SIX MONTHS.

MONTH ONE CHECKPOINT	MONTH TWO CHECKPOINT	MONTH THREE CHECKPOINT
MONTH FOUR CHECKPOINT	MONTH FIVE CHECKPOINT	MONTH SIX CHECKPOINT

FIND COURAGE IN THE LEAP

LEAP OF FAITH. ENERGY. HONOR YOUR COURAGE.

MAGIC. WHAT IS THE MOJO YOU NEED TO HARNESS DURING THIS **NEW MOON**?

BELIEVE

UNICORN

IMPRINT. HOW WILL YOU BE DIFFERENT?

ALIGNMENT

ACTIVATE. OUTLINE ONE THING THAT LIGHTS YOU UP AND MOTIVATES YOU TO TAKE ACTION.

TRUST

FAITH. DECIDE ON WHAT / WHO YOU WILL PUT YOUR FAITH INTO FOR THE NEXT FEW DAYS.

ASSERTIVE JOURNALING

GET EXCITED TO MAKE MOVES DURING THE **NEW MOON IN ARIES**.

CHAMPION. WRITE A TESTIMONIAL FOR YOURSELF THAT SPEAKS TO HOW YOU ARE **ASSERTIVE**.

FREE WRITE. DESCRIBE YOUR MOOD AND ENERGY DURING THIS **NEW MOON**.

AUDACITY. WHAT ARE YOU CRAVING RIGHT NOW, IN BUSINESS AND LIFE?

OWNERSHIP. HOW ARE YOU BEING **ASSERTIVE** IN YOUR DAILY LIFE?



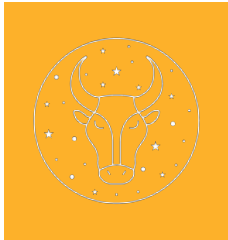
FIRST QUARTER MOON

*You are no longer a caterpillar
but a kick-ass butterfly.*

*This is your time to up-level & evolve
your brand and business.*

FIRST QUARTER MOON IN TAURUS

BUILD. GROW. TRANSFORM EMOTION INTO ACTION.



TAURUS: CULTIVATE YOUR *determination*

WHAT IS THE ONE THING YOU NEED TO **SIMPLIFY YOUR WORKFLOW?**

TOOLKIT. WHAT ARE THE SKILLS AND RESOURCES YOU NEED DURING THIS **FIRST QUARTER MOON?**

LEVERAGE

SHINE. HOW YOU WILL BE LEVERAGING YOUR **DETERMINATION** INTO YOUR WORKFLOW?

VISIBILITY. OUTLINE THREE THINGS YOU CAN DO TODAY TO GROW YOUR POTENTIAL.

SHOW UP

--	--	--

STRATEGIC. WHAT ARE THE TASKS THAT ARE NOT NECESSARY TO DO RIGHT NOW? **BUSY ≠ EFFECTIVE.**

PRIORITIES

--

ARCHETYPE. WHO DO YOU NEED TO EMBODY DURING THIS **FIRST QUARTER MOON?**

CULTIVATE YOUR DETERMINATION

NURTURE YOUR GROWTH WITH THE **FIRST QUARTER MOON IN TAURUS.**

NETWORKING. WHAT OPPORTUNITIES ARE YOU LOOKING FOR?

CONNECT. WHERE WILL YOU FIND THEM?

NURTURE. WHAT DO YOU NEED TO BUILD AND DEVELOP DURING THIS **FIRST QUARTER MOON?**

PLAN B. OUTLINE A BACKUP PLAN IF YOU NEED TO SHIFT AND PIVOT HOW YOU WORK.

TALENTS. HOW ARE YOU LEVERAGING THE STRENGTHS THAT COME NATURALLY TO YOU?

CHALLENGE YOUR COMFORT ZONE

COMMIT. CHALLENGE. ENGAGE. MODIFY.

CRITIQUE. WHAT COULD YOU IMPROVE ABOUT YOUR WORKFLOW DURING THIS **FIRST QUARTER MOON?**

LEVEL UP

SIMPLIFY. DESCRIBE HOW YOU CAN TIGHTEN UP YOUR WORKFLOW.

STYLE. OUTLINE YOUR WORKING STYLE AND HOW YOU GET THINGS DONE.

VIBES

LOYALTY. WHAT IS WORTH INVESTING IN RIGHT NOW?

COST. TIME OR MONEY?

CHECK-IN WITH YOURSELF

BE INTENTIONAL WITH YOUR HUSTLE DURING THE **FIRST QUARTER MOON IN TAURUS.**

TO DO LIST. WHAT'S ON YOUR IMMEDIATE QUEUE?

STATUS. PENDING? DONE?

STEP OUT. WHAT IS THE ONE THING YOU KNOW YOU NEED TO DO THAT YOU ARE NOT DOING?

LEAP. OUTLINE HOW YOU WILL STEP INTO THE NEXT LEVEL OF YOUR HUSTLE.

SUPPORT. WHO WILL KEEP YOU ACCOUNTABLE AND HOW DO YOU WANT THEM TO SUPPORT YOU?



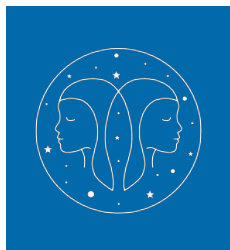
FULL MOON

*Coming full circle is about
surrendering to the process.*

*Do some soul searching, shadow work
and release your expectations.*

FULL MOON IN GEMINI

EMOTIONAL, MENTAL, AND PHYSICAL HEALING POWER. ACKNOWLEDGE + ACCEPT.



GEMINI: ACKNOWLEDGE HOW YOU ARE *nervous*

MEDITATE: I THINK

SYMBOL: TWINS

RITUAL: JOURNALING

SURRENDER:
YOUR THOUGHTS

UNDERSTAND. WHAT REALIZATIONS DO YOU NEED TO ACKNOWLEDGE DURING THIS **FULL MOON?**

DISCOVERY

INTUITION. HOW ARE YOU FEELING?

INSIGHT. WHAT COULD THIS EMOTION BE TELLING YOU?

EDITS. DECIDE ON THREE MODIFICATIONS YOU NEED TO MAKE TO YOUR BIG PICTURE VISION.

REVISE

GIFTS. WHO NEEDS YOUR MAGIC RIGHT NOW?

AMPLIFY. HOW WILL YOU SHARE IT WITH THEM?

ARCHETYPE. WHO DO YOU NEED TO EMBODY DURING THIS **FULL MOON?**

ACKNOWLEDGE HOW YOU ARE NERVOUS

PREPARE TO MAKE SPACE FOR MAGIC DURING THE FULL MOON IN GEMINI.

INNER CRAP. HOW ARE YOU GETTING IN YOUR OWN WAY?

BLOCKS. HOW IS THIS KEEPING YOU STUCK?

MAKE SPACE. WHAT / WHO DO YOU NEED TO REMOVE FROM YOUR WORKFLOW AND LIFE?

SELF-CARE. HOW WILL YOU HONOR YOUR EMOTIONAL, MENTAL, AND PHYSICAL WELL-BEING?

ACCOUNTABILITY. REFRAME CHALLENGES AS OPPORTUNITIES.

CHALLENGE	➡	OPPORTUNITY	CHALLENGE	➡	OPPORTUNITY
CHALLENGE	➡	OPPORTUNITY	CHALLENGE	➡	OPPORTUNITY

BE HONEST ABOUT THE MASKS YOU WEAR

TRUTH. REALITY CHECK. WIND DOWN.

FUN. WHAT ARE YOU DOING TO BRING JOY INTO YOUR LIFE WITH THIS **FULL MOON?**

INDULGE

MAKE IT A DATE. PLAN A PEACEFUL DAY OFF AND SCHEDULE TIME TO MAKE IT HAPPEN.

SAVE THE DATE IN YOUR CALENDAR.

RELATIONSHIPS. WHICH ARE THE RELATIONSHIPS YOU WANT TO NURTURE DURING THIS **FULL MOON?**

ASSESS YOUR JOURNEY DURING THE FULL MOON IN GEMINI.

FREE WRITE. DESCRIBE THE TEACHABLE MOMENTS YOU'VE LEARNED OVER THE LAST 3 WEEKS.

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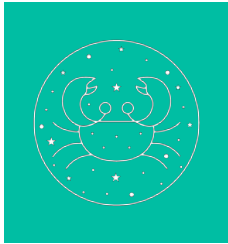
LAST QUARTER MOON

*Accept yourself just as you are.
You have done all you can do.*

*Be gentle and kind with yourself.
Give yourself credit for coming this far.*

LAST QUARTER MOON IN CANCER

LET GO OF JUDGEMENT AND CONNECT WITH YOUR AWAKENED SELF.



CANCER: EVALUATE YOUR *moods*

SELECT **ONE NEW HABIT** TO DEVELOP OVER THE NEXT 28 DAYS.

UPGRADE. WHAT LOOSE ENDS DO YOU NEED TO TIE UP DURING THIS **LAST QUARTER MOON**?

ALIGNMENT. DESCRIBE HOW YOUR EMOTIONS ARE SHOWING UP.

EMOTION	EMOTION	EMOTION	EMOTION
↓	↓	↓	↓
HOW IT SHOWED UP	HOW IT SHOWED UP	HOW IT SHOWED UP	HOW IT SHOWED UP





AWARENESS. DESCRIBE THE NEW INSIGHTS YOU'VE LEARNED OVER THE LAST THREE WEEKS.

ARCHETYPE. WHO DO YOU NEED TO EMBODY DURING THIS **LAST QUARTER MOON**?

EVALUATE YOUR MOODS

WRAP UP THIS CHAPTER WITH THE **LAST QUARTER MOON IN CANCER**.

VALUES. HOW ARE YOUR VALUES REFLECTED IN YOUR DAILY WORKFLOW?

VALUE	VALUE	VALUE	VALUE
			
HOW IT IS REFLECTED	HOW IT IS REFLECTED	HOW IT IS REFLECTED	HOW IT IS REFLECTED

ROUTINES. OUTLINE THE NEW HABIT YOU WANT TO DEVELOP OVER THE NEXT 28 DAYS.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
DAY 8	DAY 9	DAY 10	DAY 11	DAY 12	DAY 13	DAY 14
DAY 15	DAY 15	DAY 17	DAY 18	DAY 19	DAY 20	DAY 21
DAY 22	DAY 23	DAY 24	DAY 25	DAY 26	DAY 27	DAY 28

EVOLVE. WHAT ADJUSTMENTS DO YOU NEED TO MAKE TO YOUR BRAND + BUSINESS?

REFLECT ON HOW YOU FEEL

REST + RELAX. REPLENISH YOUR ENERGY. REFLECT.

RESET. WHAT WILL YOU DO TO RECHARGE DURING THIS **LAST QUARTER MOON?**

RECALIBRATE

BREAKTHROUGH. DESCRIBE A **TRANSFORMATION** YOU MADE OVER THE LAST FOUR WEEKS.

AHA MOMENTS. WHAT CAME UP IN THE LAST FOUR WEEKS?

APPLY. WHAT DID YOU LEARN?

REFLECT. WHAT ARE YOU LETTING GO OF THAT NO LONGER RESONATES WITH YOU?

MOVING ON

WORK WITH YOUR SUBCONSCIOUS DURING THE LAST QUARTER MOON IN CANCER.

LIST ONE THING YOU CAN DO TO MINIMIZE SELF SABOTAGE

UNRAVEL. DESCRIBE A *TRUTH* YOU NEED TO **SURRENDER** AND EXPLAIN HOW YOU WILL LET IT GO.



GIVE YOURSELF PERMISSION AND SPACE TO BE IMPERFECT.

[illegible]

MUSINGS. SOMETIMES THINGS DON'T FIT IN A BOX. USE THIS SPACE TO CAPTURE YOUR THOUGHTS.

This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the page.

Hola & Welcome!

MY NAME IS VICKY, AND I AM A **STORYTELLER + STRATEGIST.**



I work with mission-driven brands, socially conscious businesses, and soulful entrepreneurs who want to create opportunities for aligned profitability. I am also the creative genius behind the **RENAISSANCE EMPRESS PODCAST** and the **SACRED JOURNEY ORACLE DECK.**

As a seasoned pro with over 15 years of experience in vocational counseling, web design and online marketing, I leverage my expertise to support businesses and individuals with *creating a holistic approach to building an intentional brand and business.*

Together we plan your big picture vision, outline your strategy, diversify your business model, spruce up your storytelling, and create a game plan for you to shine + thrive with intention. There is more than one way to play the game and I am here to help give you an intuitive approach to shining and thriving with your dope self.

I created this book to help you *navigate the entrepreneurial journey* with creativity and magic. Intuition is the best advisor you will ever have for your brand & business. Your gut instincts know what steps you need to take, what directions you need to pursue, and what efforts you need to amplify. However, amid entrepreneurial chaos, imposter syndrome, analysis paralysis, and information overwhelm – we can lose touch with that intuitive force that guides us on the right path.

It's not just about building a website and crafting a kick-ass marketing plan. I show you how to cultivate a memorable brand & business by showing up as your authentic self.

Join me at **VICKYAYALA.COM** to learn more about how we can co-create magic and navigate the entrepreneurial journey so that you have the *clarity, confidence,* and *courage* to *create* with *consistency* and **ALIGN PASSION + PURPOSE WITH PROFITABILITY.**

INSTAGRAM.COM/VICKYAYALA | TWITTER.COM/VICKYAYALA | LINKEDIN.COM/IN/VICKYAYALA

**NEW MOON**

NEW IDEAS. MAKE DECISIONS.
START A NEW ADVENTURE.

**WAXING CRESCENT MOON**

CREATIVITY. ENERGY.
HONOR YOUR COURAGE.

**FIRST QUARTER MOON**

BUILD. GROW.
TRANSFORM EMOTION INTO ACTION.

**WAXING GIBBOUS MOON**

COMMIT. CHALLENGE.
ENGAGE. MODIFY.

**FULL MOON**

EMOTIONAL, MENTAL & PHYSICAL HEALING POWER.
ACKNOWLEDGE + ACCEPT.

**WANING GIBBOUS MOON**

HONESTY. REALITY CHECK.
WIND DOWN.

**LAST QUARTER MOON**

LET GO OF JUDGEMENT.
CONNECT TO YOUR AWAKENED SELF.

**WANING CRESCENT MOON**

REST & RELAX. REPLENISH YOUR ENERGY.
REFLECT ON WHAT WAS.