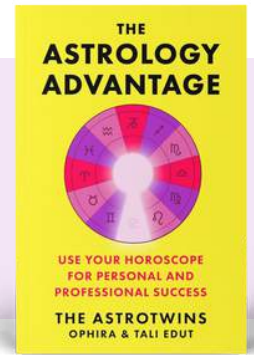




# SUGGESTED INTERVIEW QUESTIONS

The Astrology Advantage by Ophira & Tali Edut (The AstroTwins)  
Simon & Schuster/Simon Element, August 2024



## *Questions About: ASTROLOGY IN GENERAL*

Many people are skeptical about the benefits and advantages of astrology—what was the turning point for you to not only begin believing in astrology but also to become practitioners yourselves?

How does astrology work in 3 sentences or less? What IS astrology?

What would you say is the biggest difference between modern astrology now and what it was when you launched your careers as astrologers in the early 2000s?

In your recent Fast Company article, you compare Chat GPT, an AI System, to astrology and spiritual technology—do you think there's a space for astrology and AI to work together in order to create an even more powerful and supportive System that closes what you call the "empathy gap"?



## *Questions About: THE I\*AM SYSTEM*

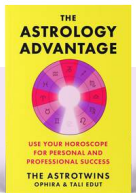
The I\*AM System was developed by you and it's based on thirteen points in an astrological birth chart. How did you come up with this System and what sparked it?

There are three main I\*AM Archetypes: (I) Innovator, (A) Authority, and (M) Maven. What are the specific characteristics of each archetype?

Not everyone belongs to just one archetype. How can hybrid archetypes (Innovator-Authority, Innovator-Maven, Authority-Maven) interpret their strengths and weaknesses discussed in the book?

You've described the I\*AM System as "an astrological personality test" and "Atomic Habits meets The Wisdom of The Enneagram." How is the I\*AM System different than the typical astrology chart or horoscope we're typically used to seeing?

Find our full media kit & assets at [astrostyle.com/newbook](https://astrostyle.com/newbook)



### *Questions About: I\*AM & THE MODERN WORKPLACE*

**DECISION-MAKING:** You mention in your book that “the average adult makes over thirty-five thousand decisions a day.” How does the I\*AM System help on a daily basis with decision making and decision fatigue?

**COMMUNICATION:** Your book has an entire chapter on the different I\*AM communication styles (p. 53). Can you give a snapshot of the strengths and weaknesses each type has here?

**PRODUCTIVITY:** At work, how does the I\*AM System help a team to maximize productivity (p. 89) while ensuring everyone in a group is getting the resources they need to retain a positive headspace and prevent burnout?

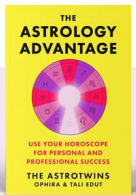
**TEAM-BUILDING:** In *THE ASTROLOGY ADVANTAGE*, you talk about how the I\*AM System can help companies build better teams (p. 135). Can you tell us how each archetype works together and complements each other in the workplace?

**TIME MANAGEMENT:** As you studied the archetypes you noticed something interesting. Each archetype has a favorite “time zone” (p. 90). Can you talk about each of the archetypes time zones and how that influences their life and decisions?

**CAREER PATH:** Are there any tips you think are particularly helpful for each archetype when it comes to choosing a career path? Do you have any advice on making the most of a career not necessarily suited to one’s type?

**WORKSPACE:** The book offers suggestions on how to set up your workspace to maximize productivity (pp. 102, 115, 130), because as you point out each archetype has their own flow. What are the ideal workspaces for each archetype?

*Find our full media kit & assets at [astrostyle.com/newbook](http://astrostyle.com/newbook)*



### *Questions About: THE ASTROTWINS*

**CELEBRITY READINGS:** You've done astrology readings some major celebrities—Beyonce, Dua Lipa, Emma Roberts, Alicia Keys, and a few of the Real Housewives. Can you share any juicy highlights?

**COSMIC LOVE REALITY SHOW:** You co-created the first astrology-based reality dating show, Cosmic Love, which streamed on Amazon Prime Video. Did it teach you anything you didn't already know about astrology and how it helps people understand who they are and what they need out of their romantic relationships?

**ENTREPRENEUR TRAINING:** Your Astropreneurs program was developed in order to help students launch businesses, personal brands and platforms using the I\*AM System. What is the most important lesson you would say the program teaches these young entrepreneurs on their quest for success?

**PERSONAL BACKGROUND:** You grew up in Detroit with “a rabbi mom and a landscaper dad” and in a household where everyone spoke a different native language. How did your family and upbringing shape this book and path?



### *Questions About: I\*AM & RELATIONSHIPS*

**LOVE & DATING:** You have laid out the three archetypes when it comes to relationships and renamed them the Idealist, the Attacher and the Mirror. How does I\*AM work in love?

**COMPATIBILITY:** How does the I\*AM System help people find and maintain compatibility in love?

**PARENTING:** In THE ASTROLOGY ADVANTAGE you write that Innovators can struggle with structure when it comes to parenting, Authorities can be too rigid, and Mavens can be too involved. How does the I\*AM System help both kids and their parents form better relationships and build trust?

*Find our full media kit & assets at [astrostyle.com/newbook](http://astrostyle.com/newbook)*