



Hermes Astrology

Hacking the Human Mind

Understanding Why We Do What We Do

In *Hacking the Human Mind*, Richard Shotton and Michael Aaron Flicker explore the **psychological shortcuts** and **behavioral patterns** that drive human decision-making. They reveal how biases, heuristics, and emotional triggers can be “hacked” — not in a sinister way, but to understand and influence behavior more effectively.

Astrology, though a symbolic language rather than a science, offers another powerful lens for understanding human tendencies. Where behavioral science studies the **universal biases** that shape us, astrology illuminates the **personal patterning** — the unique energetic imprints that explain *how* and *why* individuals respond differently to the same stimulus.

When combined, behavioral science and astrology offer a **multi-dimensional map of human behavior**: one explains the *mind’s mechanics*, the other reveals the *soul’s blueprint*.

1. Biases and the Natal Chart: Two Layers of the Same Mind

Shotton and Flicker identify dozens of **behavioral biases** — anchoring, social proof, scarcity effect, status quo bias, and more — that influence daily decisions. These are **collective patterns**; they exist in everyone.

Astrology adds the personal layer. Your **Mercury placement** (sign, house, aspects) shows *how* you process information. Your **Moon** reveals *emotional biases*. Venus and Mars influence *value judgments* and *motivations*. Saturn shows where you cling to the *status quo* out of fear or conditioning.

For example:

- Someone with **Mercury in Gemini** may be more susceptible to **availability bias**, influenced by recent or fast-moving information.
- **Moon in Cancer** might respond strongly to **loss aversion** because emotional security is paramount.
- **Venus in Libra** might lean into **social proof**, valuing harmony and others’ approval.

Where psychology outlines *what biases exist*, astrology shows **where and how they land in each psyche**.

2. The Ascendant and Framing Effects: How We Interpret the World

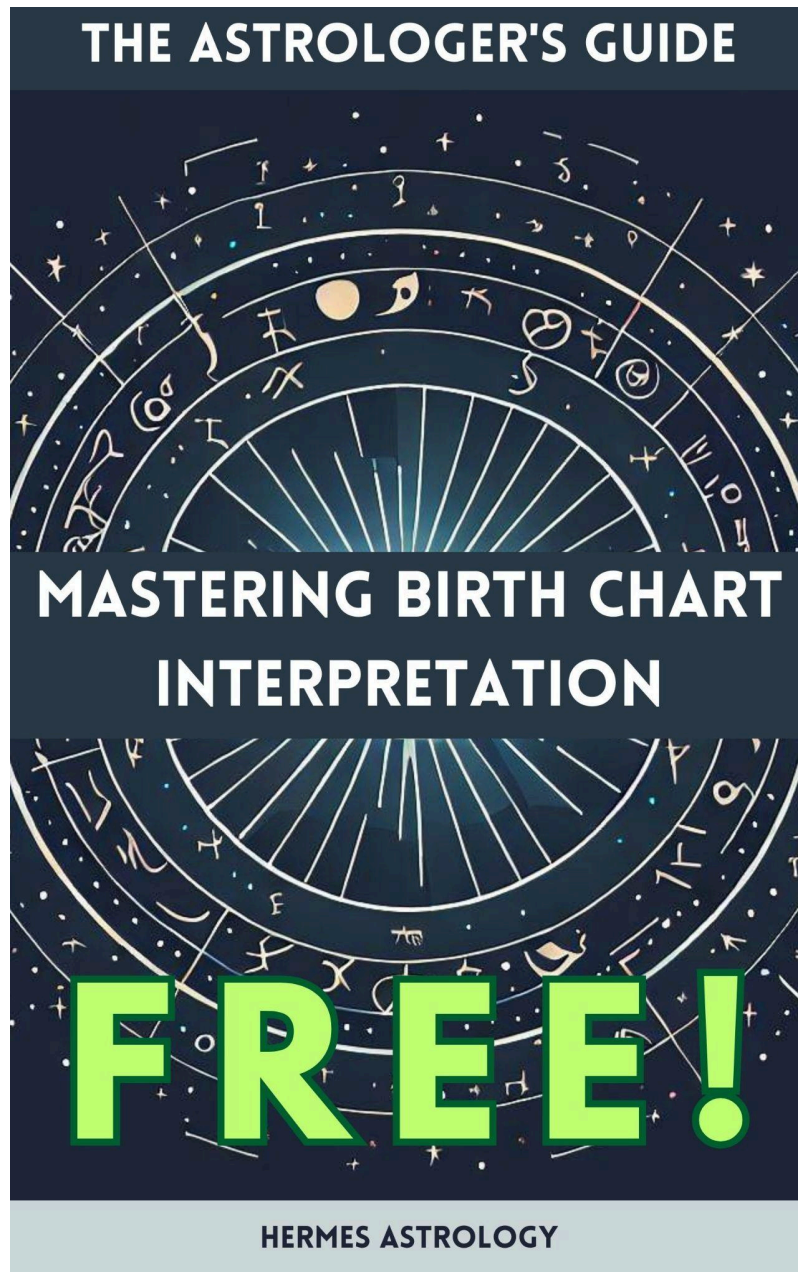
Shotton explains that how information is **framed** determines how we react to it. For example, people are more likely to accept something framed as a gain than as avoiding a loss, even if the outcome is identical.

In astrology, this *personal framing lens* is symbolized by the **Ascendant** and the **1st house**.

- A **Capricorn Ascendant** might interpret opportunities through a lens of caution and responsibility.
- A **Sagittarius Ascendant** may frame the same opportunity as a chance for growth and adventure.
- A **Virgo Ascendant** could see it through analysis and practicality.

This framing bias determines not just marketing responses but **life choices** — the way we read the world's signals.

FREE BOOK



For a limited time, you can receive a free copy of 'The Astrologer's Guide: Mastering Birth Chart Interpretation' by subscribing to our newsletter. Get your free book here:
<https://hermesastrology.substack.com/p/your-free-book>

3. The Moon and Emotional Triggers

One of the central arguments of *Hacking the Human Mind* is that **emotion drives behavior** more than logic. Emotional triggers — fear, belonging, joy, scarcity — are the keys to persuasion.

Astrology captures this emotional landscape through the **Moon**.

- A **Leo Moon** may respond powerfully to recognition and admiration.
- A **Scorpio Moon** reacts deeply to themes of trust, betrayal, or control.
- A **Pisces Moon** is sensitive to emotional atmospheres and may be influenced by collective moods.

Understanding the Moon in a chart helps us see **which biases are most likely to hook us emotionally** — and how we can reclaim agency from them.

4. Mercury and Cognitive Shortcuts

Cognitive shortcuts help humans make quick decisions, but they also make us **predictable**. Mercury, the planet of thought, governs how we **process, interpret, and communicate**.

- Mercury in **Aries** tends to make quick, impulsive decisions — highly responsive to anchoring and urgency cues.
- Mercury in **Virgo** scrutinizes details, less easily swayed by emotional framing but vulnerable to **information overload**.
- Mercury in **Libra** seeks consensus, often influenced by social proof and groupthink.

Behavioral science reveals the **tendencies**, astrology reveals the **style** and **speed** of those tendencies.

5. Mars, Motivation, and the Scarcity Effect

Scarcity is one of the most powerful behavioral triggers. People are more likely to act when something is framed as limited.

In astrology, **Mars** represents our instinctual drives and motivational systems.

- Mars in **Taurus** acts when something is tangible and stable.
- Mars in **Aries** leaps toward opportunities when they're framed as fleeting or competitive.
- Mars in **Capricorn** responds to structured, goal-oriented scarcity (deadlines, milestones).

Marketers exploit scarcity; astrologers can help individuals recognize when **they're being driven by their own Mars impulses** rather than conscious choice.

6. Jupiter and Meaning-Making

Shotton and Flicker emphasize that persuasion isn't just about triggers — it's about **meaning**. Messages work when they resonate with people's values and sense of purpose.

Jupiter in astrology governs **belief systems, morality, and meaning-making**.

- Jupiter in **Aquarius** may resonate with messages about innovation and collective progress.
- Jupiter in **Cancer** finds meaning in family, care, and security.
- Jupiter in **Sagittarius** aligns with exploration, freedom, and growth.

This explains why **the same campaign or idea lands differently** with different people — not because one is rational and the other isn't, but because their **cosmic meaning filters differ**.

7. Saturn and the Status Quo Bias

Status quo bias — the tendency to prefer existing conditions over change — is deeply human. Saturn, the planet of **structure**, **authority**, and **conditioning**, shows where we cling to familiar patterns, even if they're limiting.

- Saturn in the **4th house** may hold onto family or ancestral patterns.
- Saturn in **Leo** may fear failure in self-expression.
- Saturn in **Aquarius** may resist collective change even while intellectually supporting it.

Shotton describes how people resist change despite evidence. Astrology explains **why they resist in different ways**.

8. Neptune, Illusions, and the Power of Story

Narratives shape perception. Behavioral science shows that humans are moved more by stories than by statistics. Neptune, the planet of **imagination**, **projection**, and **myth**, reveals how we get swept into narratives — both empowering and deceptive.

- Neptune in Sagittarius might idealize freedom stories.
- Neptune in Capricorn might get pulled into authority narratives.
- Neptune in Pisces may be especially porous to collective emotional storylines.

Recognizing our **Neptunian susceptibilities** helps us hack the hack — to see through emotional manipulation and reclaim our interpretive power.

9. Pluto and Deep Influence

Shotton explores how influence often works below the level of consciousness — the **hidden levers** of persuasion. Pluto, planet of **the unconscious, power dynamics, and transformation**, represents these hidden forces astrologically.

Pluto shows:

- What control dynamics we respond to.
- Where manipulation may bypass rational defense.
- How we can reclaim power by confronting our shadows.

This mirrors the book's idea that the most effective influence works not on the surface but in the **psychological underworld**.

10. The Nodes and Behavioral Evolution

The **North Node** in astrology represents the soul's growth direction. If behavioral science explains our **instinctive shortcuts**, the Nodes explain how we're meant to **evolve beyond them**.

- South Node = ingrained behavioral habits.
- North Node = conscious growth and rewiring.

For example, a **South Node in Taurus** might cling to comfort and stability; the **North Node in Scorpio** calls for embracing uncertainty and transformation — a psychological “hack” toward liberation.

This aligns with Shotton's core idea: understanding your biases allows you to **outgrow their automatic control**.

Conclusion: Mind Hacking Meets Cosmic Design

Hacking the Human Mind and astrology both seek to answer the same question from different angles: **Why do humans behave the way they do — and how can they change?**

- Behavioral science shows the **universal psychological codes**.
- Astrology reveals the **personal energetic configuration**.
- Together, they offer a **powerful system of awareness** — understanding not just what pushes our buttons, but why those buttons exist in the first place.

Astrology doesn't replace science; it enriches it. It gives each person a unique key to hack their own mind, moving from **unconscious influence to conscious authorship** of their lives.

Life Reset Reading



Are you ready for a fresh start? The Life Reset Reading is your cosmic roadmap to transformation, offering a deep dive into the celestial influences shaping your life. This reading is designed to help you break free from old patterns, navigate life's crossroads, and embrace the new opportunities awaiting you.

We begin by exploring your natal chart, the unique blueprint of your soul's journey, to uncover the core themes and lessons that have been woven into your life from birth.

During the reading, we'll dive into key areas of your life that may need a reset:

✨ Career & Purpose (💼): Discover the astrological influences impacting your professional life and uncover the most auspicious times for making a career shift or pursuing new opportunities. We'll explore your Midheaven (♌) and 10th House to reveal the career path that aligns with your soul's purpose.

✨ Relationships & Love (💖): Understand the dynamics of your romantic and personal relationships through your Venus (♀) and Mars (♂) placements. Whether you're seeking new love, healing past wounds, or reigniting passion, this reading provides insights into the timing and nature of your relationships.

✨ Personal Growth & Well-Being (🌱): Explore the areas of your life where growth is most needed. We'll look at your Ascendant (♈), 1st House, and the placement of Jupiter (♃) and Saturn (♄) to understand the challenges and opportunities for expansion, discipline, and personal fulfillment.

✨ Financial Outlook (💰): Gain clarity on your financial potential by examining your 2nd House and the influences of Venus (♀) and Jupiter (♃) on your wealth and resources. Learn when to take risks and when to be cautious in your financial endeavors.

This reading is a transformative experience that empowers you to take control of your destiny. By understanding the cycles of the cosmos, you can align your actions with the universal energies, creating a life that reflects your true self. Whether you're at the beginning of a new chapter or seeking to close an old one, the Life Reset Reading offers the clarity, guidance, and inspiration you need to make bold, confident decisions.

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About the Author

Welcome to Hermes Astrology, where precision and meticulous attention to detail are the cornerstones of our practice. We believe that in the intricate dance of the cosmos, the smallest nuances can hold profound significance. Our commitment to accuracy and detail ensures that every insight and revelation we offer is a reflection of the celestial intricacies that shape your life.

Our Approach

At Hermes Astrology, we take pride in our unwavering dedication to providing you with the most precise and comprehensive astrological guidance. Our approach involves a deep dive into the

cosmos, meticulously charting the positions of celestial bodies and their subtle interplay.

The Pursuit of Precision

We recognize that every birth chart is a map of your life's journey, and as such, we treat it with the utmost reverence. Our pursuit of precision is not limited to the basics; it extends to every aspect of your chart, including rare planetary configurations and fixed star influences. We believe that even the most seemingly minor celestial events can have a profound impact on your life's trajectory.

Detail-Oriented Readings

Hermes Astrology is built on a foundation of unrivaled attention to detail. When you consult with us, you can expect in-depth, insightful readings that leave no aspect of your chart unexplored. We unravel the intricacies of your personality, relationships, and life path with meticulous care, ensuring that our insights resonate with your unique experiences.

Experience the Difference

Discover the difference that precision and detail can make in your astrological journey with Hermes Astrology. Whether you seek clarity on your life's purpose, guidance in relationships, or insight into your career path, our astrology practice is dedicated to providing you with a profound understanding of your celestial blueprint.

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