



NUM.IS · PERSONAL READING

Business Name Numerology

The report does three things. It shows the calculation: which numbers come out of your date, and by exactly which operation. It gives a vocabulary: how the numerological tradition describes each of those values — from both sides, as support and as cost. And it asks questions for self-observation, which you will answer, not the report. This is material for thinking and for a conversation about yourself, set out without promises.

for **Sofia**

date of birth March 24, 1988

How to read this report

This report is put together from two different things, and it is worth telling them apart from the start. The first is arithmetic: a few simple operations on your date of birth that anyone can repeat by hand and get the same result. The second is the descriptions: what the numerological tradition has come to attach to those values over its long practice. The arithmetic is checkable. The descriptions are the language of a tradition, not a measurement of your personality.

Hence the way to read it. Do not look here for a verdict on yourself. Read each section as a supposition to try your own experience against: some of it will land, some will miss, and a miss is just as normal a result as a match. We deliberately show every quality from two sides: the same property that works as a support in one place costs a lot in another. If only the flattering half of a chapter stayed with you, the chapter was read carelessly.

The report is built so that you can come back to it. The sections are independent, the order of reading is up to you, and the questions at the end of the chapters are not rhetorical: they are meant to be answered in your own words and with your own examples, and not on the spot.

One last thing. Everything written here refers to the structure of a date, not to the person who has that date. A person is wider than any chart, and no page of this report claims otherwise.

What this report does

The report does three things. It shows the calculation: which numbers come out of your date, and by exactly which operation. It gives a vocabulary: how the numerological tradition describes each of those values — from both sides, as support and as cost. And it asks questions for self-observation, which you will answer, not the report. This is material for thinking and for a conversation about yourself, set out without promises.

What it does not do

The report makes no claims about future events and names no dates or deadlines. It gives no medical, legal, financial or psychological advice, and replaces neither a doctor, nor a lawyer, nor a financial adviser, nor a psychologist. It does not grade you: there are no "strong" and "weak" people here, no "good" and "bad" combinations. And it decides nothing for you — this text has no authority to take decisions; that stays your work.

What is in this report

- 1 Your numbers: how they were derived
- 2 Your chart
- 3 Position by position

4 The limits of the method

5 Where this goes next

6 Glossary and the basis of the method

You do not have to read it in order — each section stands on its own.

Your numbers: how they were derived

The characters of the number	$H(5) + a(1) + r(2) + b(2) + o(7) + u(6) + r(2) + L(3) + a(1) + n(5) + e(5) + C(3) + o(7) + f(8) + f(8) + e(5) + e(5) = 75$	Harbour Lane Coffee
Reduced to a single digit	$75, 7 + 5 = 12, 1 + 2 = 3$	3
Under the Pythagorean chart	$83, 8 + 3 = 11, 1 + 1 = 2$	2
Birth-day number	$2 + 4 = 6$	6
Life path number	$2 + 4 + 0 + 3 + 1 + 9 + 8 + 8 = 35, \text{ then } 3 + 5 = 8$	8

Anything above nine is reduced by adding its digits until one is left.

Why we show the arithmetic

We print the calculation itself — what was added to what, and what came out — for one reason: whatever cannot be checked has to be taken on trust. The arithmetic here is simple: any reader can redo it by hand, without us and without a program, and get exactly the same values. It is the only part of the report we stand behind as fact. Everything else here is description, and description works differently.

Your chart



Positions

harbour
ane
offee

3

The characters of the number

$H(5) + a(1) + r(2) + b(2) + o(7) + u(6) + r(2) + L(3) + a(1) + n(5) + e(5) + C(3) + o(7) + f(8) + f(8) + e(5) + e(5) = 75$

2

Under the Pythagorean chart

$83, 8 + 3 = 11, 1 + 1 = 2$

8

Life path number

$2 + 4 + 0 + 3 + 1 + 9 + 8 + 8 = 35, \text{ then } 3 + 5 = 8$

3

Reduced to a single digit

$75, 7 + 5 = 12, 1 + 2 = 3$

6

Birth-day number

$2 + 4 = 6$

Position by position

3

A name made to be repeated

3 ·

What this position describes. Three is read as expression and visibility. On a company name the tradition associates it with names that circulate — easy to say, easy to pass on, suited to a business that lives on being talked about rather than on being searched for.

A question to sit with: Do people find this company by hearing the name or by looking for what it does?

This is a general description. What it means in a specific situation is what a practitioner works through with you.

12

The total before the last step

12 ·

What this position describes. The single digit is the end of the arithmetic; the two-digit total just before it is what Chaldean practice calls the compound number, and it is read as carrying its own sense. Two inputs that both end at three can arrive there from 48 and from 39, and the tradition does not treat those as the same. Most calculators show only the final digit, which is why this step is usually invisible.

A question to sit with: If you were choosing between two options that reduce to the same figure, would the difference in their totals change your preference?

This is a general description. What it means in a specific situation is what a practitioner works through with you.

2

The same input under the other chart

2 ·

What this position describes. Letters are converted with a chart, and two charts are in circulation. Chaldean assigns one to eight and never nine; Pythagorean runs the alphabet through one to nine and repeats. On some inputs they agree and on others they do not, and neither is a correction of the other. This chapter shows what the second chart makes of the same input, so a disagreement is visible rather than hidden behind whichever chart the page happened to pick.

A question to sit with: If the two charts disagree here, which reading matches what you already thought about this number?

Numbers describe how a date is put together. They say nothing about where you are now, who is beside you, what you have already tried and how it ended. That is usually exactly where the question sits that reports like this get opened for — and no page here answers it.



Beside your own two figures

6 · 8 ·

What this position describes. Indian practice reads a number against the person rather than on its own, using two figures from the birth date: the Mulank, the day of the month reduced, and the Bhagyank, the whole date reduced. A match is read as a repetition of a theme already present; a difference is read as a contrast. The tradition does not rank the combinations, and neither does this reading.

A question to sit with: Where a figure repeats one of your own, is that a theme you would say you already have enough of?

This is a general description. What it means in a specific situation is what a practitioner works through with you.

The limits of the method

One date, one chart

The calculation rests on the date alone. So everyone born on the same day gets exactly this set of numbers and exactly these descriptions, and there are hundreds of thousands of such people in the world. The method describes the structure of a date, not the person born on that day. Everything that tells you apart from someone born the same day lies outside the calculation, and the report knows nothing about it.

A match is not proof

Reading the descriptions, you will almost certainly think more than once: this is exactly me. It is worth knowing where that feeling comes from. Texts like these are built from formulations that almost anyone recognises in themselves: "you know the doubt before an important step", "you dislike it when others decide for you". Psychologists described the effect back in the middle of the last century and have tested it many times since: people take a description handed to an entire audience as a precise hit. Recognition is a property of the language of descriptions, not a confirmation of the calculation.

What this is good for

It works as a set of formulations for a conversation about yourself: a language that makes it easier to name what you had noticed anyway. It works as a reason to ask a question and compare your version with someone else's. It works as reading for its own sake — an honest and sufficient reason to open the report. It does not work as grounds for decisions that change a life.

Where this goes next

- Run the same calculation for someone close to you and compare the two charts: the differences show up better than the similarities.
- A practitioner works with the situation — numerology.institute
- Come back to this section in a month: what is interesting is not what is written here, but what will have changed in your answer.

Glossary and the basis of the method

Arcanum — the number of a position in the list of values from 1 to 22; traditionally means the vocabulary slot a description is attached to, not a force at work.

Reduction — adding digits down to a single place; traditionally means the way any number in a date is brought to a value from 1 to 9, and in some schools up to 22.

Life path number — the sum of all the digits of the date of birth; traditionally means the general storyline used to describe a date as a whole.

Matrix — the table the numbers of a date are laid out in; traditionally means a set of positions, each with a theme of its own.

Position — a single cell of the chart; traditionally means a topic of conversation, an attitude to money or to the people close by, for instance, rather than a score on it.

Pythagorean square — a grid of nine cells the digits of a date fall into by count; traditionally means a distribution: what a date has a lot of, and what it has none of.

Empty cell — a cell no digit fell into; traditionally means a theme the date says nothing about, not something the person lacks.

Master numbers — 11 and 22, which some schools do not reduce to a single place; traditionally means an agreement about counting, not a special status for the person.

Resource and cost — a pair of descriptions of one and the same quality; traditionally means that a property helps you out in some circumstances and costs a great deal in others.

Tradition — the body of descriptions built up over decades; traditionally means agreement among practitioners, not the result of testing.

Where the values come from

The calculation is formal: the same rules and the same date always give the same result, and you can check it by hand. The descriptions come not from measurement but from an established tradition — decades of practice and agreement between schools stand behind them, but no experiment. The method has no scientific confirmation, and we do not present it as research. We name the source plainly so the reader knows what they are dealing with.

The report is informational and for entertainment. It is not medical, legal, financial or psychological advice, contains no individual recommendations, and is no substitute for consulting the relevant specialist. The calculation follows the formal rules of the numerological tradition; the method has no scientific confirmation, and we do not present it as scientific. Any decisions taken after reading the report remain entirely at the reader's discretion.

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