

# Ancient Tower Press



## News from Ancient Tower Press

15 July 2011

Greetings from Ancient Tower Press located in the heart of the galaxy on Milky Way Farm here in the beautiful Ozarks - where the heat vies with creative passion for summer dominance.

### Read My Latest Book

[Astrology and the Archetypal Power of Numbers, Part One](#) is out and gathering rave reviews.

Says Donna van Toen in the May-June 2011 NCGR Newsletter:

*As astrologers, we make extensive use of numbers for everything from chart calculation to aspect theory. Yet very little has been written on the relationship between astrology and numbers, and much of what HAS been written is very sketchy. Joe Landwehr has set out to remedy this with what is the second book of his Astropoetic Series and the first of a two-volume set that will ultimately allow you to use this system of Pythagorean number theory with your chart and add to the system of spiritual astro-psychology elucidated in Landwehr's previous books.*

*... [H]eartily recommended to astromythologists, psychospiritual astrologers, and those interested in Pythagorean theory in relation to astrology.*

The book was also well received by Midwest Book Review, who called it "an excellent pick, highly recommended" and by Tami Brady at TCM Reviews, for whom it was "absolutely fascinating".

[Astrology and the Archetypal Power of Numbers, Part One](#) weaves together ideas from spiritual psychology, mythology, and astrology with social commentary, history, environmental politics, and personal experience to create a visceral sense of the numbers from 0 to 9. Using the teachings of Pythagoras as a point of departure, I explore the relationship between numbers, our collective evolution and the anima mundi at the heart of the world.

You need not be an astrologer to appreciate or understand Part One, but it will be good preparation for Part Two, which will explore the relationship between the archetypal power of numbers and the birthchart in the lives and charts of those who have changed the world.

Part Two should be available sometime early in 2012. I am writing it now, currently working out the astro-logic of Pythagorean number theory as it applies to house placement. This material is available nowhere else, and breaks new ground, even as it pays homage to astrological tradition.

If you wish to order a copy of Part One, you can do so from my web site at

[www.ancient-tower-press.com](http://www.ancient-tower-press.com)

## Find Me On Amazon

Having had such a bad experience selling my first book through Amazon's Advantage Program (or as I now refer to it, their Disadvantage Program), it has taken me a bit of time to rethink my relationship to the 300-pound gorilla omnipresent throughout cyberspace.

As a consequence of this grueling process - the details of which I will spare you - my books are now available [from Amazon through Sulis Books](#), a venture launched by my partner Sara, who has taken up residence there as a third-party vendor. These books are priced a bit over cover price to accommodate Amazon's fees, and to provide Sara with a reasonable sales commission. But hers are the lowest priced copies of my books on Amazon.

The best deals will still be available through [my web site](#), where you actually buy direct from me at a price lower than Amazon can offer you, using Paypal.

I also now have my own [author's page on Amazon](#), which can easily be found by clicking my name under any of my books, once you have pulled them up through Amazon's search engine. On this page, in addition to viewing information about me and my books, you can read my recent blog posts.

If you want to buy my books, I recommend my web site for your purchase. But if you happen to be on Amazon anyway, look me up. I am there now.

## Join Me on Goodreads

Goodreads is a social networking site devoted to readers and lovers of books. It is an opportunity for you to share and discuss what you are reading with others.

If you are a member of Goodreads, you can now befriend me there. Or, if you are not a member, you might like to join and then befriend me. Just type my name in their search engine at the top of the page when you go to their web site or follow this link:

[Joe on www.goodreads.com](http://www.goodreads.com)

## Request Review Copies

Complimentary review copies are available to any bona fide reviewers in print or online who are willing to actually commit to a review. The entire introduction, TOC, and author bio, as well as previous reviews for all my books are available on my web site. The web site should provide you with all the information you need to make a decision about whether or not you want to review a book BEFORE I send it out.

Most reviewers and readers fail to fully appreciate the fact that review copies are expensive to produce and mail, and often do not result in immediate sales to compensate. This is especially true when the review copy does not result in an actual review. For this reason, Ancient Tower Press is no longer sending out hard review copies on spec.

Ancient Tower Press is also happy to welcome reader reviews. If you have read one or more of my books, and have something positive and/or constructive to say, I want to hear from you.

If you post your review in a public forum (at least 100 words), send me a link and I will send you a credit good for 50% off your next ATP purchase.

## **Listen to Me Reading and Talking About My Book**

So far I have done 3 book-signings - one at the Golden Leaves Book Store in Hot Springs, AR, a second at the Yellow House Community Arts Center in West Plains, MO, and a third at the Bookstore and Gallery in Van Buren, MO.

For those of you who were unable to attend, you can listen to my talk from the second two signings on my web site at:

[Yellow House talk](#)

[Van Buren talk](#)

Each talk is different, and includes different sections of my book, so you might want to pour yourself a tall ice tea, and listen to them both.

At the talk in Van Buren, we had a last minute request from a woman in Australia, who wanted to join us. After sorting out a few technical difficulties with the help of my savvy partner, Sara, we set up a Skype connection at the bookstore, and were tickled to have Christine join us.

In turn, Christine posted a Facebook notice after the event, saying she had spent "a fascinating few hours in a bookstore in the Ozarks, listening and participating in a most enjoyable and enlightening book reading".

## **Host a Virtual Book-Signing in Your Living Room**

Christine also helped open our eyes to new possibilities for reaching out to potential readers. Thanks to the magic of the Internet, you need not travel to an actual bookstore to hear me read from my book. You can, in fact, arrange your own book-reading in the comfort of your living room. Wherever you and at least 4 of your friends wish to gather to hear me read and talk about my new book, it can be arranged. The only requirement is that you have a Skype connection available, and at least one of you has purchased a copy of my book from my web site.

Any of your friends attending the reading who purchase a book within 3 days of the event will receive free shipping.

I am also available to read from my other books as well. For more details about how this works, you can go to my web site at: [Readings by Skype](#)

## **Watch for My Forthcoming Blog Posts**

In the June/July issue of The Mountain Astrologer is an article of mine entitled, "An Astropoetic Approach to the Elements," in which I explore the four elements - earth, air, fire, and water - from an intuitive standpoint, correlating their sensory, emotional, and metaphorical associations with common expressions like "down to earth," "up in the air," "on fire," or "swimming in the deep end of the pool." Lots of examples and sample charts are given, including Virginia Woolf (earth), Jimi Hendrix (fire), Nelson Mandela (water), and Julie Andrews (air).

This article will be re-posted on my Astropoetic School blog starting in August, along with a previously unpublished Part Two, entitled, "An Astropoetic Approach to Elemental Alchemy" - about the various combinations of elements that routinely intermix within any birthchart. Keep an eye out for it on my blog at: [www.astropoetics.com](http://www.astropoetics.com)

## Study At The Astropoetic School

To those of you who have enjoyed my books and wish to learn how these ideas apply to you and your life, or more generally how you can use the language of astropoetics for self-reflection and personal guidance, there are still a few openings in my correspondence course.

One of my current students has said this about the course:

*Now into the third year of your course, I'm astonished at the richness and depth of the poetic language of astrology I've been introduced to. It's like learning Italian and having unique access to a new and vibrant culture. In this case, it's the history and culture of my own life that has become an intriguing terrain to explore and develop. I can't imagine a more perceptive, inspiring and challenging guide. And I doubt that there is a more personalized and self-empowering way to study astrology out there. Thank you for turning those strange symbols and my own birth signature into a creative artform.*

You can read more about the course on my astropoetics blog: [www.astropoetics.com](http://www.astropoetics.com)

Or if you prefer, you can listen to audio interview with me about the course at: [Listen Now](#)

## Take An Introduction to Astropoetics Workshop

October 14 - 16, 2011  
near Mountain View, MO

I call my approach to astrology astropoetics. Astropoetics builds on a solid foundation of the symbolic logic of astrology, but creates a more personal and more visceral sense of the symbolism that is rooted in your own life experience, as well as in a more sensory and imagistic perspective, taken from a variety of sources.

Astropoetics is primarily for those who wish to use astrology as a language of self-reflection and personal guidance, but it can also be useful to professional astrologers who wish to ground their practice in a thorough understanding of their own charts. As I recently wrote to a student:

Astrology is difficult at first, because it all seems so abstract. If you can relate it to your own experience - as I try to teach students to do in my course - then it can become haiku-like. Resonating with the astrological correlates for a defining moment in your life gives you an emotional touchstone that makes the symbolism immediate and intuitive. Once you get astrology on this level, you don't have to interpret. You can simply draw the meaning directly from your own nature - the life behind the chart.

Needless to say, this is a skill that takes time and lots of practice to develop. But in October of this year, I will be teaching a 3-day workshop introducing the basic principles of astropoetics. If you come to this workshop, you will learn everything you need to know to begin the practice - how to approach the symbolism of astrology more intuitively, how to orient yourself to your soul's evolutionary agenda as it is revealed in your birthchart, how to observe your process astropoetically, how to identify core issues and track them through a lifetime of experience, and more.

The workshop will be experiential as well as conceptual, and there will be plenty of space for each participant to explore their life process with group support. The workshop will be limited to 12

participants, and students of the correspondence course will have first preference.

For non-students, the cost of the 3-day event will be \$450 plus accommodations. For students, the cost of the course (not including accommodations) will be included in their annual fee at a savings of \$150. The accommodations fee will be kept as low as possible, and announced once a suitable venue is located.

Read more about the workshop and/or sign-up: [Sign-up Here](#)

### **Unsubscribe (If You Must)**

This newsletter is meant to be a source of information for those who wish to keep up with my work. If this is not your interest, please just let me know, and I will take you off the mailing list.

Conversely If you know anyone else who might be interested in this newsletter, please feel free to pass it on. But please also be discriminating and do not simply broadcast it to your entire list. No one likes spam, and in no way do I wish to generate it.

### **Or Help Me Spread the Word (If You Can)**

By the same token, if you have found my books, my course, or anything else I've done, please pass on the word to any of your friends you think might be interested. More than any other form of promotion, I depend on you - my readers, clients, students, and friends - to spread the word.

There are lots of ways to connect with me now - through this newsletter, my blogs, my Facebook page, Linked In, Plaxo, Goodreads, Amazon, or even just good old fashioned email. Drop me a line. Tell me what you are thinking and how I can help you feed your astrological appetite from the lush garden of star food here at Milky Way Farm

I wish you all a cosmically toasty summer, and will be back in touch in November.

Don't forget the Perseid meteor shower, at their peak August 13.  
Find out more at

<http://stardate.org/nightsky/meteors>

Be well,

**Joe Landwehr**

**Ancient Tower Press**  
Celebrating the Sacred Mysteries  
[www.ancient-tower-press.com](http://www.ancient-tower-press.com)

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