



STONE & SKY SELF-MAPPING

Referral Partner Media Kit

A resource for the people you guide

Personalized self-understanding tools that bring birth-chart symbolism into conversation with the life someone has actually lived.

REFLECTIVE • NOT PREDICTIVE • ALWAYS HUMAN

For therapists, coaches, educators, peer-support professionals, creators, and other trusted guides looking for a thoughtful resource to share when someone needs language for the landscape they are already living.

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FOUNDED BY WOMEN | OCTOBER 20, 2026

A Little Recognition Along the Trail



Sara Ellis, founder of Stone & Sky Self-Mapping, was named a Q3 2026 Founded by Women Awards Honoree in the Individual Leader, Health & Wellbeing Impact category.

Announced October 20, 2026, the recognition marks an early milestone for Stone & Sky and its Human Translation Method.

The recognition is an external founder honor. It does not represent clinical validation, accreditation, or scientific endorsement.

[VIEW THE OFFICIAL ANNOUNCEMENT](#)

The original certificate is included at the end of this media kit.

The Cabin I Built When I Finally Had the Language to Understand Myself

Stone & Sky didn't begin as a business idea. It began as a place my brain built when I finally had enough language to understand what had been there all along.

COME IN. PULL UP A CHAIR.

If you're wondering how any of this came to exist, this is the story.

The Cabin is the home base inside Stone & Sky's Inner Forest. But before it became somewhere I could invite another traveler, it was somewhere I needed myself.

For most of my teenage years, I thought I was depressed. By 19, I knew I had ADHD. For a while, I wondered if I was bipolar. At 35, as a new mom with two kids under two, I realized I was probably autistic. None of those explanations necessarily told the whole story.

Growing up, I was the girl teachers loved having in class who just wasn't "reaching her full potential." I was smart and capable, but I could handle something ridiculously difficult and then get completely overwhelmed by something that seemed stupidly simple. There was an emotional side too. I was sensitive, intense, and sometimes way too much. I could lash out at people I loved when I was overwhelmed, frustrated, or desperately trying to communicate something I didn't even fully understand myself.

Looking back now, I can see that I grew up in a family full of people with very different nervous-system languages and very different ways of giving and receiving love. We didn't know that then. We interpreted each other with the information we had, and some of what happened in those gaps became trauma I carried for years.

ADHD gave me one piece of the puzzle, but it didn't explain everything. It didn't explain the sensitivity or why my emotions could become so big that I couldn't seem to stop what was happening once it started. So I kept living. I built a career in healthcare, got married, got divorced, and spent almost three years pretty intentionally keeping to myself while I worked through a lot of my own shit. Eventually I got married again. After a year of hormones, monitoring, trying like hell to get pregnant, and finally having to go through IVF just as the pandemic was starting, I became a mom.

And holy shit.

Then, while I was home with two kids under two, I heard someone describing the way autism and ADHD can present together in women.

ADHD hadn't been wrong. It just hadn't been the whole picture.

Suddenly there was language for experiences I'd been trying to explain for most of my life. I could start to understand the sensory stuff, the overwhelm, the communication breakdowns, the masking, and the nervous-system reactions that sometimes happened faster than I could understand them. Even now, I can usually recognize what initiated one of those reactions, but that doesn't mean I can always stop it before it happens.

That language didn't excuse the times I'd hurt people I loved. It gave me somewhere to start. More importantly, it gave me words I could hand to the people around me. I didn't only want to understand myself. I wanted the people I loved to understand how to love me in ways I could actually receive, and I wanted to understand the ways they were trying to love me too.

When my oldest later began his own diagnostic process, I started mine. Around the same time, life apparently decided I didn't have quite enough going on. I passed my CMA exam, and that afternoon we had to unexpectedly put my dog Bella down. Bella had been with me through infertility and had filled a place in me during the time when I desperately wanted a baby and couldn't have one. A few days later, I threw my back out and ended up out of work for about two and a half weeks. While I was home, I found out my medical office was closing.

I had worked since I was 16. I was almost 38 years old and had never been unemployed.

So I made a plan. I was going to pivot careers. I started interviewing for a position that seemed like it could be the next thing, and that turned into five interviews and a ridiculous amount of waiting. I had also recently started seeing a therapist, and during one of our conversations she introduced me to sidereal astrology.

Astrology wasn't new to me, but this way of looking at my chart was. At first, it was honestly a really good distraction while everything else was completely up in the air. Then, after five interviews, the position was frozen. My office closed. I became unemployed, decided I'd keep trying to pivot through the summer, and struggled with suddenly being a stay-at-home mom when I already knew that wasn't something I was built for.

So I kept digging into astrology because my brain needed somewhere to go. And because apparently I'm incapable of casually researching anything, I investigated the absolute hell out of it.

My brain did what my brain does with complicated information.

The deeper I went into my birth chart, the more I kept having these ridiculous moments of recognition. Astrology wasn't diagnosing my autism or telling me who I was. It was giving me another language for things I already knew were there.

Neurodivergence had given me language for my nervous system and experiences I'd never been able to explain. Astrology started giving me another way to understand how all the different parts of me could live together. It helped me understand why parts of myself I'd always thought were completely contradictory weren't necessarily contradictory at all. It also gave me another way to look at what happens when different nervous systems, emotional patterns, communication styles, histories, and ways of loving all exist in the same family.

Even symbolism in my chart around the wound of being deeply misunderstood hit differently because I already knew that story. The chart didn't tell me I'd been misunderstood.

I'd lived it.

I didn't want a list of personality traits or a bunch of astrology language I couldn't actually do anything with. I wanted to understand what all of those symbols and placements looked like when they were living together inside one actual human being. So I started building a framework for translating my chart into my actual life.

And my brain did what my brain does with complicated information.

It built a map.

Mine became a forest. Not because astrology says I have a forest inside me. It was the way my brain began making sense of this enormous internal web of thoughts, memories, emotions, connections, different versions of myself, and all the parts of me that seemed to need completely different things.

There was water. Rocks. Trails through the trees. A campfire. And after one massive breakthrough about who I had been before survival had such a big say in who I needed to be, there was nine-year-old me. Barefoot. Curious. Running around near the water and absolutely going to find out what was out there.

Then something really cool started happening. The individual placements in my chart started finding their own roles in this little community based on the parts of me they represented. There were explorers and storytellers. Parts that needed to investigate everything. Parts that felt everything. Parts that needed structure. Parts that dreamed. Parts that protected.

Saturn tended the fire. Nine-year-old me could run off exploring because Jupiter was following along. Other versions of me could sit by the water or around the campfire, and for once I wasn't trying to figure out which one was the REAL me.

They were all me. They just finally had somewhere they could all exist together.

And then there was the Cabin.



The Cabin became home base. It was warm. The fire was going. There was room at the table. Nobody had to explain themselves perfectly before they were allowed through the door. You could explore as far as you wanted because the Cabin wasn't there to keep you from leaving. It was there so you knew where you could come back.

As I kept working with the map, I started recognizing my own role in the landscape too. Guide. Translator. Bridge. Alchemist. Not because my chart predicted I would build any of this, but because those strengths were already showing up in the way I had worked my entire life.

I'd spent years in healthcare taking complicated information and figuring out how to explain it in a way that made sense to the actual human sitting in front of me. I notice patterns. I connect things. I ask a million questions. I care deeply about the person underneath all of the information.

Apparently I'd been translating things long before I thought to give it a name.

At first, I jokingly called myself the Camp Counselor. Eventually, Guide fit better, but not in the sense of someone who knows where your path is supposed to lead. I think of it more like a river guide. A river guide knows how to read the water, the current, the rocks, the patterns, and the little signs that tell you something is changing underneath the surface. They know how to read the language of the landscape without pretending they've already walked somebody else's trail.

Where did YOU find it?

Eventually I started imagining another traveler coming into the Cabin. They'd arrive carrying a backpack full of stones they'd collected along the way. Experiences. Relationships. Questions. Adaptations. Things they'd been told about themselves. Things they didn't completely understand yet.

We'd sit down at the table, and they'd take out a stone. I'd pick it up, turn it over in my hand, and ask, "Where did you find this?"

Not, "Let me tell you what this means."

Where did YOU find it?

Because that was the whole point. I could look at the symbols. I could notice patterns and ask questions. I could help put language around what we were seeing. But I wasn't the one who had carried that stone.

You tell me the story. I help translate.

The goal was never for somebody to leave the Cabin with an empty backpack. Maybe you still take that stone with you, but now you know where you found it. Maybe you understand why you picked it up or why you've carried it this long. Maybe it doesn't feel quite as heavy anymore.

Eventually I realized I wasn't just imagining another traveler anymore. I was building a way to actually invite one in.

That became Stone & Sky.

Some of Stone & Sky came from wanting other people to experience that feeling of suddenly realizing, Oh my God.

There are words for this. But another part of it didn't fully click until I started building something for families.

I looked at what I'd created and realized it was almost like the book I wish my own family had been handed when I was growing up. Not something telling us who was right or who needed to change. Just something that could have helped all of us understand ourselves and each other a little bit better.

But I can make it now.

This is how this person experiences the world. This is how that person experiences it. This is where you keep missing each other. This is what love looks like when they give it. This is what they may need when everything becomes too much.

Maybe we still would have hurt each other sometimes. We're human. Of course we would have. But maybe we would have had better language. Maybe we could have understood that loving somebody and knowing how to love them in a way their nervous system can actually receive are not always the same thing.

I can't go backward and hand my family that book.

But I can make it now.

That's when I realized the place I'd created to understand my own internal world could become somewhere another person could explore theirs. I didn't create Stone & Sky and then give it a forest. Stone & Sky grew out of the forest. The river was already moving. Saturn was already tending the fire. There was already room around the campfire, and the Cabin door was already there.

And now, you just opened it.

Whenever life gives you another stone, you already know the way back. 🪨✨

The person is the authority. The chart is the map.



Birth chart + lived experience

Your chart is part of the story. Not the whole story. Stone & Sky brings symbolic language into conversation with the life you've actually lived. The point isn't to hand you an interpretation and ask you to fit inside it. It's to notice the patterns, ask better questions, and translate what we find into language you can actually use.

PEOPLE BEFORE PLACEMENTS. The map never outranks the person living it.

YOU TELL ME THE STORY. I HELP TRANSLATE. Your lived experience is evidence, not an inconvenience to the interpretation.

RECOGNITION BEFORE PRESCRIPTION. Understanding comes before deciding what anything is supposed to mean.

The map matters. The landscape matters more.

Sometimes insight needs language.



A client can feel a pattern but cannot quite explain it. A Journey can give them language to bring back into therapy, coaching, reflection, or conversation.

Someone needs something between sessions. Stone & Sky is private, self-paced, and designed to be revisited rather than completed in one sitting.

A relationship keeps getting lost in translation. Relationship work helps two people see different needs and patterns without assigning a villain.

A family wants a shared map. Family Atlas keeps each person visible while exploring the landscape they create together.

They are astrology-curious, but wary of fatalism. Astrology is included thoughtfully without treating the chart as more authoritative than the traveler's life.

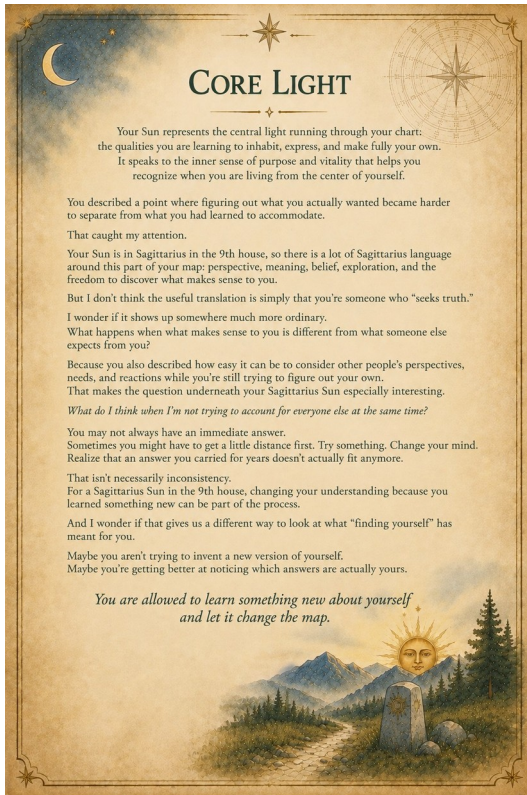
CHOOSE THE QUESTION, NOT THE BIGGEST PRODUCT

A Journey for the question they are carrying

JOURNEY	BEST FIT	WHAT IT OFFERS
Waypoint	A meaningful place to begin	A shorter, focused introduction to one part of the traveler's map.
Compass	Whole-person orientation	A foundational map of patterns, needs, strengths, and connections.
Atlas	Understanding + integration	Includes the complete Compass, then carries the traveler into everyday application.
Trail Guides	One focused thread	Personal, Heritage, or Astrological depth through Recognition, Understanding, Translation, and Integration.
Relationship Trail Guide	Where two maps meet	Two individual maps in conversation: connection, communication, differences, and recurring patterns.
Family Atlas	A shared family landscape	A personalized map for 2–6 family members that keeps each person visible while exploring the whole.
Expedition	The complete individual experience	Compass, Atlas, one selected Trail Guide, and continued-reflection companion tools.

Current pricing and Journey details are maintained on the Stone & Sky website so referral partners always have the most up-to-date information.

This is what personalized can look like.

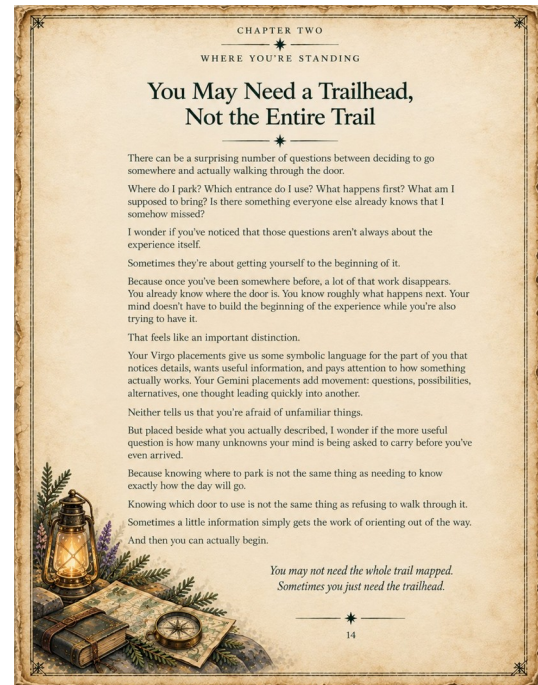


Waypoint · Core Light

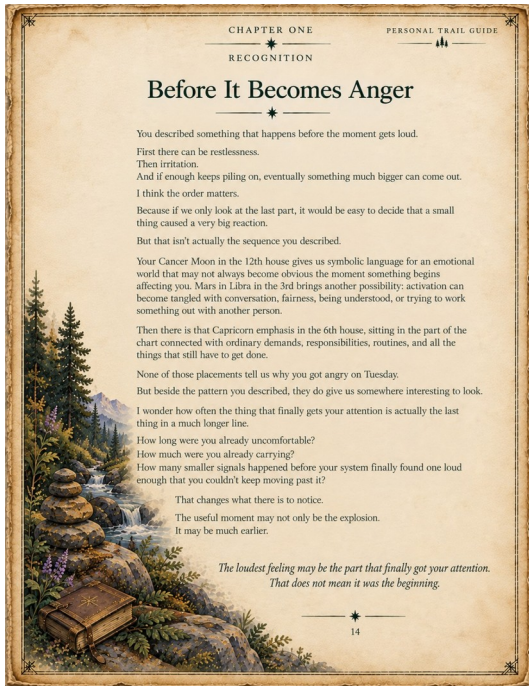
A focused entry point can still feel deeply personal. The Waypoint gives one clear thread enough room to become recognizable without asking the traveler to take on an entire map at once.

Compass · A Trailhead

Compass is orientation. It helps the traveler see the broad shape of their landscape before deciding which trail deserves deeper attention.



The writing follows the person, not a template.

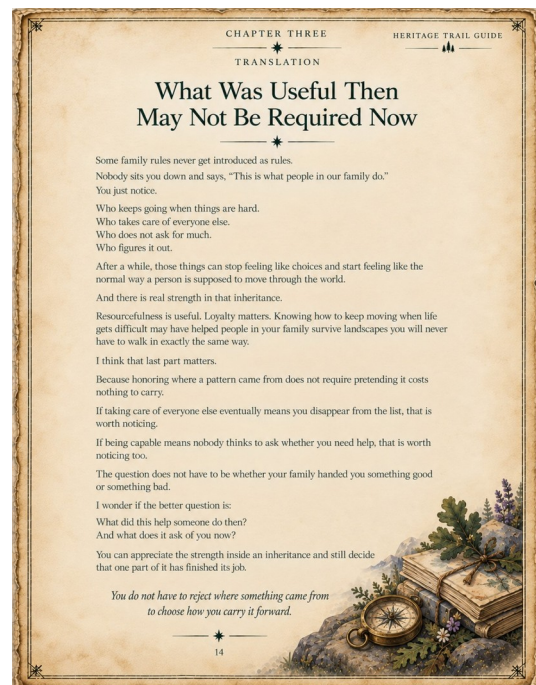


Personal Trail Guide · Before It Becomes Anger

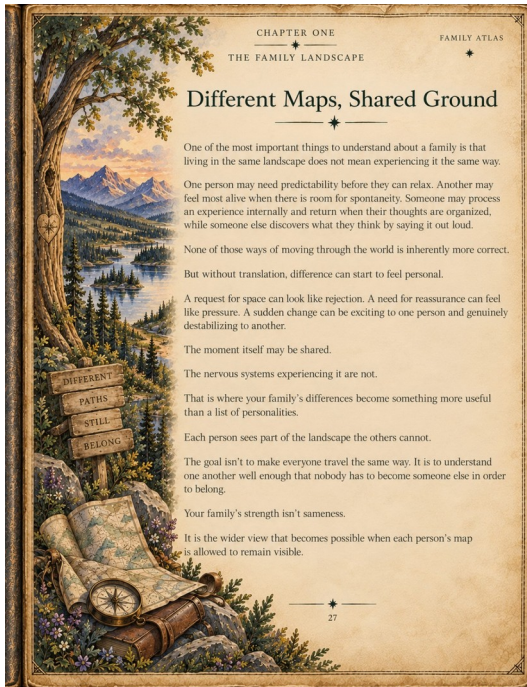
A focused Trail Guide can follow a pattern backward, helping the traveler notice what happens before the visible reaction and what that reaction may be trying to communicate.

Heritage Trail Guide · What Was Useful Then

Inherited strategies are treated with context and respect. The question is not whether an old pattern was bad, but whether it is still required now.



Understanding without assigning a villain



Relationship Trail Guide

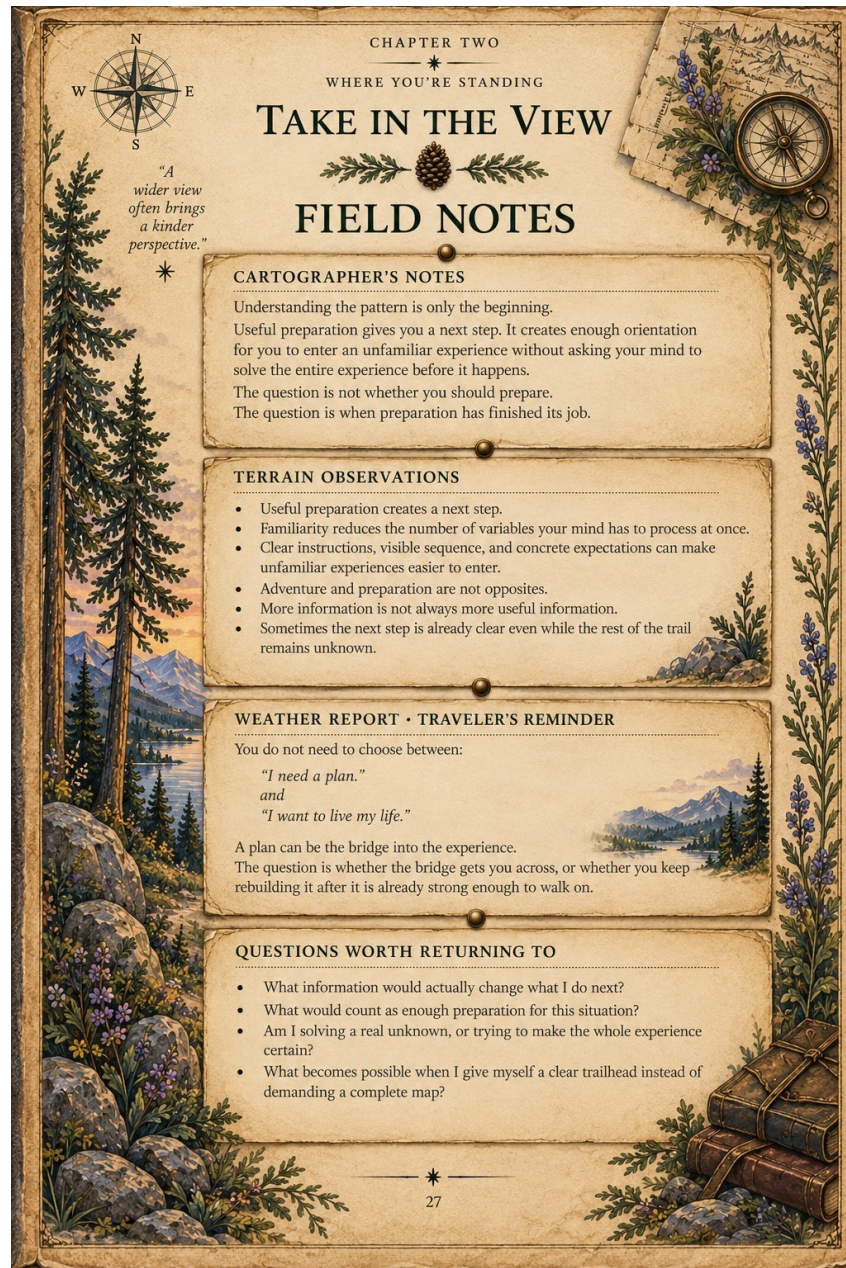
Different maps can share ground without becoming the same map. Relationship work focuses on translation: what each person experiences, what each may be trying to protect, and where recurring misunderstandings begin.

Family Atlas • Around the Campfire

Family Atlas includes shared reflection that can be adapted for younger travelers. The goal is not to make children interpret adults. It is to create language a family can actually use together.



Not just read once and forgotten



Stone & Sky Journeys include places to pause, notice, write, and come back later. Field Notes, Campfire prompts, and integration pages turn recognition into something the traveler can carry into real conversations and everyday choices.

That makes the work especially useful as a companion resource. A therapist or coach does not need to interpret the chart or facilitate the Journey. The traveler can simply bring back the language, questions, or observations that felt important.

The professional remains in their role. Stone & Sky remains in ours.

Designed to complement care, not imitate it

STONE & SKY DOES

- Use lived experience as essential source material
- Translate symbolic language into everyday language
- Encourage curiosity, agency, and self-compassion
- Make room for nuance, contradiction, and changing context
- Offer a private, self-paced resource to revisit

STONE & SKY DOES NOT

- Diagnose, assess, or treat health conditions
- Predict events or present astrology as certainty
- Tell someone whether to stay, leave, reconcile, estrange, or make a major decision
- Replace therapy, medical care, legal advice, or crisis support
- Require a referring professional to endorse astrology as fact

“I have sat here with tears rolling down my face. Like feeling understood for the first time ever.”

J.B. · Trail Guide traveler

“I can’t even tell you how amazing it was to read my Compass. I have never felt so heard, seen, or understood.”

L.G. · Compass and Waypoint traveler

MEET YOUR GUIDE

Guide. Translator. Bridge.



I spent years in healthcare translating complicated information into something the actual human in front of me could understand and use. Stone & Sky grew from the same instinct: notice the patterns, ask the questions, care about the person underneath all of the information.

I don't think of Guide as someone who already knows where your path is supposed to lead. I think of it more like a river guide: someone who knows how to read the water, the current, the rocks, and the little signs that something is changing underneath the surface without pretending they've already walked somebody else's trail.

Neurospicy Mumma aka Sara

THE DOOR IS OPEN

Share. Preview. Connect.



SHARE Send the Stone & Sky website or a specific Journey page when someone's question sounds like a fit.

PREVIEW Request a private sample so you can understand the tone, depth, and traveler experience before referring.

CONNECT Discuss a resource-list listing, referral pathway, interview, workshop, creator collaboration, or other values-aligned connection.

STAY AWHILE Stone & Sky also has a private Facebook community for travelers and curious newcomers who want a quieter place to learn, reflect, and gather around the fire.

stoneandskyselfmapping.wordpress.com

Current Journeys, pricing, samples, FAQs, the Human Translation Method, and contact options are maintained on the Stone & Sky website.

Your chart is a map. Your life is the landscape.

FBW.

FBW QUARTERLY AWARDS | Q3 2026

CERTIFICATE

H O N O R E E

THIS CERTIFICATE IS PROUDLY AWARDED TO

Sara Ellis

Stone & Sky Self-Mapping

for Health & Wellbeing Impact in the Individual Leader Award

FBW Quarterly Awards, Q3 2026

October 20, 2026

foundedbywomen.org