

# G a t h E r a c l e

# SACRED CEO

WITH AYESHA DURRANI

TRANSCRIPT

## Episode 5

Welcome My loves to another episode of the Sacred CEO podcast. Oh, my God, guys. Wow. I am in a huge period of integration and the landing and anchoring from the launch of this podcast. So today's episode is going to be about the need for sacred rest, taking pauses in our businesses and a little bit of my story with Burn Out.

I think that's also going to be kind of a whole episode in the future. But I do want to touch on it because it is related to what I want to share and so in case you don't follow me on Instagram and you haven't been up to date on like my personal and my personal movements and whatnot, the podcast came out a few weeks ago, the Sacred CEO podcast, and the reception of this podcast around the world has just completely blown me away.

The podcast reached up to number six in Norway. I'm sorry, it was number eight in Norway and number six in Korea. It reached up to number 18 in Canada, the country that I'm in. It reached up to, I think 19 in Australia, 33 in the UK and 69 in the United States, which really blew me away to be in the top 100 in the United States, you know, because in some of these other countries, English isn't the dominant language, right?

The United States has a really big population. It is just absolutely above and beyond my wildest dreams and expectations. Like it was absolutely nuts. And I was seeing these ratings come through. You know, I got an email saying, oh, your podcast has 12 rankings on Apple Podcasts. And I was like, oh my God, it ranked, you know, thinking, I'm going to be like number 250 somewhere, you know?

Absolutely seemed impossible to be top ten in Korea and Norway, nevermind top 20 in my home country, you know, and within the top 100 in the United States. So thank you. Thank you. Thank you. Thank you for caring about what I have to say. Thank you for listening and being here and showing up for your own journey as a sacred CEO or as an aspiring CEO.

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This is really telling us something about the New Age and the New Wave and the New Earth entrepreneurship that is birthing right now. The fact that this is I feel like my soul aligned people out there, my soulmate people out there listening in, my audience are drinking this up because it is part of the nourishment of what is growing the seeds that are blooming and blossoming as the world changes, as the world is revolutionizing, wealth is being redistributed and the way that we are doing our work in this world and creating our wealth and giving our legacy and our medicine, it is undergoing a transformation.

And I feel like those rankings are really a testament to that, a testament to that, to the change that's occurring, which is such a big part of what I feel called a soul level to contribute towards. So thank you so much for caring about what I have to say. I wouldn't have any of my platforms without you guys listening now, what you might have noticed is that I had four episodes and then I didn't make an episode for I don't even know how long, maybe a couple of weeks.

And this was a really interesting portal for me. So during the month of November when we're, you know, recording this live, I hope that all my episodes are timeless and have a timeless quality. But the time that I'm recording this, it is November 2022. I went to Toronto, the city of my birth, which was a very full circle moment for me, just returning there.

As you know, a wealthy and successful woman staying in the number one hotel in Canada, having an epic VIP day with a soulmate client, and getting to do coaching in person, have these luxury experiences traveling first class, etc., etc.. I had a few days back at home and then I went to Tallulah and did some business development. There was an absolute receiving portal with my coach there, really integrating so much.

And right when I got home and even a little bit on the trip, I just wasn't quite aware of it. I got sick and I was sick for a while, like a little bit just a cold or a flu or something. Luckily it wasn't too bad, but I was tired and I was aching and my voice didn't sound so great.

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I was, you know, kind of sniffly and sneezy and that kind of thing and deep within me was this frustration because I felt like all of the shoulds. Okay, so something to know about me is I am a mystic, but I'm also a strategist. I love strategy and I have used strategy to my advantage and leveraged my logical mind all my life to make things work and to be resourceful and to be scrappy.

When I didn't start out with very much and I didn't just I didn't just visualize my way to where I am. I use logic. I used objectivity, I use my intellect, my Mercury is in Capricorn, I use my savvy. And I learned the things I didn't know how to do. And I'm a big fan of strategy. I'm a projector and human design, which means I see systems and I see what's going on around me.

And deep within me there was this avalanche of shoulds. I should continue the momentum of this podcast. I should be recording episodes every week. I should be giving people everyone's primed. People want this. There's this amazing response to my work. And then here I am, not posting on Instagram, not recording my episodes, and really just being with my clients and there was that should voice.

But the true soul and heart desire was to be with my clients and rest and hang out on my couch and that was the true soul desire. In that moment, I have had a long journey with burnout not only in my business, but in my entire life before that, I've been supporting myself financially since age 15, doing low paying entry level service industry jobs.

I've often had more than one job at once. I've done jobs that require my physical labor. I've never. This business I started in 2020 is the first job I've ever had where I sit in a chair for my work. I always lean on my feet, whether it's being working in a cafe, being a bartender, dancing, being the door girl at events, all kinds of all kinds of stuff and all very physical.

So when our most abundant resource appears to be our physical labor, because I didn't have a lot of money, but I had time and I had a body. So the resource I was bringing to the table was my physical labor. And I, you know, I did what I had to do. At least that's what I was telling myself.

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I wasn't aware of all the options, but based on the options that I could see, I did what I had to do. And that often means turning down the volume of the voice of our body that's telling us to rest. Because if you're working in a rush at a cafe, anyone who's ever worked in the service industry understands if you're working at the rush in the cafe and you're the one making the coffee and there's a line out the door, you don't exactly go take a bathroom break.

You don't exactly pause, drink some water, go to the bathroom, you know, stretch out a little bit. No, you do what you got to do in the moment. And that's also an expectation that is placed on us. And that's part of an old paradigm way of exploiting lifeforce energy and exploiting labor for money and for survival. So I had decades of experience in turning down the volume of what my body is asking for.

Am I hungry? Do I have to go pee? Do I need to rest? Does it matter? And back before the pandemic days, I would even go to work. When I was sick, I would take cold medicine that would make my symptoms go away. So I wasn't all like gross and snotty and sneezing all the time. And I would just make it happen.

Because when you work in a service industry, you don't have sick days - at least not in the country that I'm in. So if you don't go to work, you don't get paid and you can kind of be screwing over your coworkers as well. Now, in the pandemic days, it's a little different. It's yeah. I mean, it was never that responsible for me to do that to begin with.

But when your choice is to do that or miss out on, you know, 20% of your paycheck and you're feeling pretty decent, it's not ideal, but okay, you just take some cold meds and go to work. So all this is to say that it was deeply ingrained in me to have a mind over matter approach when it comes to work.

So here I am in this state in November of celebration, celebrate in Toronto with all these amazing full circle moments and all these like wealth revelations that I had and just receiving the luxury and the abundance of my success, then going to to loom and having such beautiful, healing experiences of

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staying in the most beautiful place I've ever been in terms of the Airbnb and just, you know, incredible, just receiving, receiving, receiving, celebrating, celebrating.

And then it was there in Tulum that I saw the first readings come out and I saw the number eight in Norway and I saw the 18 in Canada and 33 in UK. Like, Wow, I couldn't believe it. I actually thought I actually second guessed the email being like, Where does email come from? Where they had they get my email.

Is this a scam? You know, there's a lot of scams out there. By the way, side note, there's a lot of scam accounts of me on Instagram and it's never me. I will never DM you. Public service announcement, there are scammers just reaching new levels, you know, and I have compassion for them because it seems to have gotten a lot worse since the pandemic.

So it's probably people who lost their their financial security that feel like they have to resort to that anyhow. So here I was, all of this fruition, it really felt like the harvest of a lot of my hard work and so much of the things that I wanted. And then I'm sick, feeling my limitations, feeling my tiredness.

And I feel and this voice, this incessant voice you should be recording. People are ready. They want another episode. You should be recording. You should be posting. Your account could be growing right now. You should be posting. And what I recognize that's been so fascinating is that we are always initiated into our offerings. So when I started an offer called Wealth Magician, my signature money program, I got a little bit of back story.

The programs I launched this year, my business energetics and strategy suite was Mystic Magnetism, my manifestation course, Sacred Sales Ascension, Wealth Magician and Sacred Social Media. This plan really revealed itself to me right at the beginning of the year. So I knew at the beginning of the year all the programs I was going to launch, what they were called and when they were going to be.

I did a deep dove planning session using my astrology chart, and I chose dates based on astrology and my menstrual cycle and I really had it all clear right from the beginning of the year. And so when the

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planned time came for Wealth Magician, I was going through something. I had no idea what was going to happen this year, which was the purchase of my first property.

I did not know I was going to do that this year. I wasn't super prepared for like what unfolded in terms of because I'm a high risk self-employed person, they requested a 20% down payment and it was there was just a very, very, very interesting time. I had a lot of financial lessons at this time. I had a lot of hard lessons, revelations, realizations, MacGyver ing, different things.

And just like making it work and, you know, things with the market, the stock and crypto markets, which I've been investing in since 2017, like there was just a lot of personal initiations with me that although my revenue was very high, I was still experiencing and coming to the edges of my own experiences of scarcity and my own questioning, Is this enough?

Is this going to be enough? Is it safe to do this? Is it safe to do this? And it was perfectly aligned with the launch of Wealth Magician. So when we are putting out offers, when we are creating experiences or birthing something in our business, you better believe you will be initiated deeper into that very teaching. And not only is it initiating you into that teaching, which ultimately deepens what you give to the participants and what you actually are able to share with your clients.

Not only in that course or that offering, but forever after, forever after. So the beautiful thing about it, not only are you receiving that new depth and that deepening, but you're also crystallizing the lessons. So it's like by going through that experience and teaching wealth magician from this place of I'm not just teaching from a place of I make a lot of money and I'm going to teach you how I'm teaching from a place of, Hey, I have recently been doing the really deep shadow work on this and learning and coming up on my edge and gaining experience and gaining knowledge and depth just recently that I now get to deliver to you.

How beautiful is that? But through the completion of that container, it completed something within me as well. It completed a, I felt a level up occur not only in my finances when I look at my bank

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account, but my internal experience with money, my experience with scarcity, my experience with what wealth even means to me became redefined and it perfectly aligned.

And it's no coincidence it aligned with Wealth Magician. So what am I teaching live right now? And what was I most recently launching? Sacred Social Media. And I just recently made my first post in two weeks on Instagram. What is this podcast called? It's called Sacred CEO three three. It's 3:33 here, as I look at the clock, this is called Sacred Motherfucking CEO.

Do you know what that means? That means my tolerance for doing things out of obligation, out of internal pressure, out of feeling that I should do this, I should do this. More posts, more episodes, record, make it happen that it a hustle energy that's not sacred, baby. That's coming from a space of the fears of, Well, if I don't make another episode, what about this momentum?

Am I going to lose this momentum? But I'm done living in avoidance of loss. I am allowing this experience in this container of sacred CEO to transform me, to challenge me. I was challenged during this time. I'm a go getter, guys. I've been taking care of myself since I was 15. I'm about to turn 34 in a few months, in February.

I'm a scrappy go getter. I have related more to Notorious B.I.G. and Tupac than I ever did to Taylor Swift and Katy Perry. Because of how I grew up and because of the things I went through, there is like an archetype within me that's the gangster that just fuckin makes it happen. Making it happen is a doing, doing, doing action.

And I wasn't safe to just be and receive, or at least I didn't feel like I was. And so much of what I had came from hard work. So something else that's important to understand about this is the balance of strategy and energetics. And this is going to be the topic of the next podcast because of these structures and foundations that I built in the first two years of my business, I continue to make multiple five figure months, you know, 50K months are my average for this year with highs as high as 76K in 2022.

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And it's actually not connected to my Instagram posts at this point. I have structures and foundations and my business and systems in my business that work for me while I sleep, that work for me while I heal, that work for me, while I just do what I want for like two weeks and just be with my clients and, and let that be that and let that be my job for that period of time.

And I did also reschedule our couple of calls to a lot for my healing, which is quite out of my comfort zone. That's one of my edgy, edgy things, edgy growth things. So when we're first starting out our business, if you deeply desire to be full time multiple six figures or even just six figures, which is, by the way, guys, six figures in our business is absolutely accessible, even if you're not destined for wild, wild wealth, even if you don't have the big money placements in your astrology chart, it doesn't matter.

Multiple six figures is absolutely available to all of us, any of us, no matter how much we want to like work and give in our business or not, it is available. It's possible in online business. It is possible. It is available. If we want to create that and we want to, let's say, you know, replace the income we get in our job and be able to live and support ourselves through our passion on our business.

Well, if it's like your first three months of business, you're not fully booked. You don't have like systems and things flowing in your business. That's not really the time to just be like, I'm just going to do whatever I want, you know? I'm just going to do what I want to do in the moment because there's the short term moment and the long term moment.

There's a short term desires and the long term desires. There's the short term gratification and the long term gratification. It's just like going to the gym. Usually if we have the goal, okay, I'm going to get healthy, usually that means we probably haven't been going to the gym. We don't have that habit. And if we just allow our short term whims to dictate that, we're probably a lot of the time not going to really feel like going.

But there is a longer term desire and a deeper gratification around building that new habit so that it becomes ingrained in you. And there's actually a lot of benefit and reward to sticking it through and like getting yourself there, even when you don't always feel like it. Now of course, that can be taken to



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an extreme. This doesn't mean doing it when you're sick, doing it when you're full body sore and overtraining, you know, forcing yourself to do it on the first day of your period, etc., etc. There's always a balance.

It's not about one thing's right, one thing's wrong, it's about what's going to be the most powerful and what's going to grow us the most in the moment. So as I share this and as I share about my two week pause and how important that was for me as I deprogram overwork and as I deprogram burnout and workaholism, I also have to give credit to the work that I did at the beginning of my business and then these last two years to create structures and systems in my business.

So what that means is I have content that serves people, even if I'm not adding new posts on Instagram. What that means is I did continue to show up on stories. I wasn't like necessarily teaching very much or being like value, value, value. But as I teach in sacred social media, there is different types of content that has a different intention.

So I focus on just letting people into my life, giving people a glimpse at what I was doing, because that helps with creating the know, like and trust factor, letting people see me, letting people feel a connection to me if they naturally, if they're naturally is one, right? It's never about forcing a connection. But if we're not letting people see us, then it's hard for them to feel connected to us, even if they are a soulmate client.

So I maintained a level of consistency. It was very different than my normal level of consistency and I've been deprogramming a lot of, you know, I used to post like five days a week. Now what is consistent for me is like twice a week when it comes to Instagram, but I'm still sharing on stories because I think being absent from our storefront, which is our platforms for our business, I think being absent from our storefront isn't really in the highest service.

So there are strategies that I've implemented in the past when let's say I want to take a break, but I doesn't feel right to be absent from sharing or absent from creating. There's a lot of solutions for that, like repurposing old content, like gathering quotes from previous things that you've written and

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making cute little quote images like finding something that is more peaceful and that is more fun to do, like sharing a personal reel that's just kind of like a share.

And here's what I'm up to or when I'm traveling, I like making little travel reels. Sometimes it's kind of like a souvenir or a memento of the experience and maybe I'll share some channeled writing, but it's not necessarily like a big carousel post. That's just like info, info, info. So what I did in those first two years is throughout the ebbs and flows of my energy, I found crafty and strategic ways to still show up with a level of consistency.

Because when we drop the ball on consistency in a significant way that is impacting the know like and trust factor that we're creating with our brand. So that was something that was important to me and throughout the time that I took this recent break for me, showing up on stories was what I could do that didn't feel forced and it felt like I was still watering the garden of my business.

I wasn't abandoning it to let grow wild and chaotic. I was watering the garden of my business. But because of the work I had done to lay that garden, because of the way things were set up. Like I have a website that clearly displays my offerings. I have a freebie that people sign up to every single day. I actually have a few of them I have in abundance practice.

I have the free astrology guide. I have various things people can play. And then I also had this podcast where people were binging all four episodes all at once. So this is how we have the CEO hat on while still respecting and honouring and prioritizing the secret using strategy to our advantage so that we can expand into our personal healing and our personal depth.

Because without our personal healing and our personal depth, we are eroding and degrading what is sacred about our business. We're not here to be this little monkey that performs with the you know, the symbol. Symbol monkey that claps it signals together and is, you know, here to be performative or entertain or serve people or give them what they want.

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That's not the highest service. And for me, as someone who's saying, okay, I'm the host of the Sacred CEO podcast now, you better believe life and my business and my higher self and my soul is going to initiate me into deeper levels of what that means to me. And at this point in my business that, you know, average of 50 K months is stabilized.

In my business at this point, it means letting go of some of the opportunity cost. And what I mean by that is, oh, could I have sold more during these two weeks if I had made more posts, if I had shown up more on Instagram, if I did make an episode on my podcast each of those weeks, perhaps, perhaps.

But perhaps what was the most powerful and greatest return on the investment of my energy was actually exploring the discomfort for me of being in the moment to moment healing and the moment to moment integrating. Because I have been through a transformation, I have been through a portal, we've been through Eclipse season, I've been through a death and rebirth.

I left a five year relationship and I bought a property in a city that I had never lived in before. I only visited. And within this fresh start and the changes that happened in my business alongside of that, which is, you know, my business energy is moving parallel to me in a lot of ways. My business is not me, but my business is in a synergistic relationship with me.

There needs to be integration of those changes, otherwise it all just goes by in a disembodied blur. And that is the opposite of Sacred CEO. The opposite of sacred business is a disembodied blur where we're out, we're just so focused on our output. We're buried in our own shoulds, even though the reason we start a business is to feel liberated and to give our soul medicine.

But if our soul is slowly eroding because of the choices we're making or the things that we need to do, then when we're eroding what is sacred, right, we're eroding the divine manifestation here, which is us. And we're also buying into the lie that our success in business is going to come at our own expense. Do you want to be a stand for that?

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I don't want to be an example of that. And this was something that really helped me with my burnout healing journey as well, was recognizing I was working six, seven days a week. You know, I was blessed to have such a high demand for my work that I was doing up to 52 astrology readings in a week.

I was having, you know, 35 k months with one offering and astrology readings. Actually, I had a membership as well at that time, but the majority of it came from just one off astrology readings that eroded me on a level that I'm actually still recovering from and something that really helped me break through with that in my conscious mind was recognizing if I keep doing this, I will then be a role model for other women of color like myself.

That is reinforcing the story that we need to work harder than other people to create success, which is a story that we hear. And in a lot of ways it's true. If we are in an oppressive system or an oppressive workplace, we do have to be that much more excellent to receive raises and promotions and recognition. So it's not that it's completely not true.

Like many things, it's like there's kind of a little bit of truth in everything, right? But at the same time, I'm here for the New Earth Entrepreneurship, and that's going to require new ways of looking at the world, new belief systems and new things being modeled by people creating the evidence. So rather than my success, which those of you who are into human design, I'm a projector, which means my signature is success.

When I'm in alignment, I'm here to not only be successful, but to create a new way of success in the collective and to guide other people to their success. I'm here to be the guide, and instead of seeing success as serve as many clients as possible, work as much as I can, I started to shift it to see success as the spaciousness of my life and the impact of my work or the impact of my work doesn't come from how much I'm outputting, but from the elixir and magic and essence I'm cultivating within myself, which I then share in a very organic and natural way.

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And what is organic? Seasons, cycles? Literally, we're moving into winter. I got sick. I had all these big events happen. My podcast came out and that was like a very big birth. It was almost like I was recovering in a way from the birth of the podcast and becoming the version of myself, who is this host? And really saying, If I'm going to use that title, Sacred CEO, I better walk the motherfucking walk.

I got to call myself out. If I'm taking action from a place of obligation, from a place that deep down the underlying belief about action from obligation is that, well, I won't be successful unless I force this to happen. People won't stay with me. I have abandonment wounds, Chiron in Cancer. People won't stay if I don't keep giving episodes, even a belief that I have to be higher up on the ranks every week or that means something bad, or that means that I'm failing.

It's all about the meaning we assign to things, the attitude and energy with which we participate in those things, the way we engage with creation, the way we engage in our business, rather than thinking I need to be in energy of overcompensating all the time. What if my definition of success is that I am a channel and an instrument of my purpose work in this world, that I become a vessel for my higher self to basically possess me, possess me, and act through me, and bring this vision and bring this new earth entrepreneurship.

And along the way, the things that I learned from that feeling of, you know, I have done therapy sessions, hypnotherapy sessions, subconscious mind work, somatic work. I've been up late at night Googling workaholism because it felt so hard for me to just step away from the computer. Now I am working 7 to 8 hours per week and of course I have a team.

That's something that we get to have at a certain point in our business, right? I'm not glamorizing just doing it by yourself or working as little as possible. My team is a very important part of my business and this lifestyle as well. Such a wild ride. I cannot begin to express the gratitude for the positive reception of this podcast.

And I think that also showed me that this is a really big deal and I don't want to contaminate it and pollute it with my own insecurities. And there were insecurities that came up when I saw number eight

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in Norway. There were insecurities that came up. Can I keep this up? Is it just going to fall? Is this just a fluke?

Am I going to create for the numbers and the ratings and the and the vanity metrics? And I had to make a conscious decision within myself to step back and refuse to create from that energy. And along the way, I had to feel and be with the discomfort, the discomfort of I started a podcast and I haven't made a new episode.

The discomfort from a pure logic and strategy perspective. I could be leaving money on the table from a pure logic and strategy perspective. There can be an opportunity cost happening right now. What if I had just made a couple of easy posts that week? But the bigger growth for me in this moment and what feels the most powerful was exploring and being in that void space and that liminal space and being with and feeling my own insecurities along the way, transforming them outcomes, using them, not needing to erase them, but exploring them with curiosity.

And once again, I do need to emphasize it is because of strategies and structures and systems that I put into place that I was able to step away from my business without an impact on my income. Could it have been higher if I showed up more? Perhaps. Probably not that much significantly, though, because my energy is felt across my platforms, I don't believe in putting empty, hollow content out there.

Just to add a little kindling to the fires of the algorithm, I don't think that's what truly calls my soul aligned clients. So there was an underlying belief system shift. And the reason why I want to say that about the structures and strategies is, you know, there's different types of people that come into my world for coaching, whether it's in my programs, my masterminds or my private coaching.

Some of them are similar to me where they know how to get shit done and they've created success in other realms. And they might also be like me exploring and opening up more to my feminine, increasing my receptivity and my pleasure and my sensitivity and letting down the shield that I had to create when I was protecting myself from a young age.

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And maybe they might identify as high achievers or type A, another type of person that comes into my world, because I have had it reflected to me many times, and now I do. I do feel it and recognize it as well that I have strong masculine energy within it. Naturally I am. I do identify as a woman.

I feel like a queen energy within me as well. But my masculine energy more so. It feels like a knight than a king. That energy had to be more developed when I was younger in order to survive my childhood and then take care of myself from the age of 15. So there was a hardening and an armor that came along with that.

But I believe we are all an entire universe of archetypes. So just because one thing became more developed in our life, because of our experiences in our environment, that doesn't mean we can't soften and that doesn't mean other archetypes can't also easily be developed. So for me, right now, I'm in the space of developing that queen, the lover archetype, this feminine energy archetype.

And I'm feeling it, you know, I'm feeling it's a journey, I'm feeling it. But a lot of people are attracted to me in a client perspective because of my masculine energy. So another type of client that I find is the very feminine woman, very feminine beings who come into my world and they're very magnetic, they're luscious, they have this goddess energy, but they're not experiencing consistent income, they're not experiencing consistent revenue.

And they have things down like their rituals and their embodiment, and they're really great at being receptive, but because they don't have systems and structures, they're in more of that feminine chaos energy. And if we think of masculine energy as the container, like the beautiful container that holds the water and the feminine energy as the liquid or the nectar or the juice or the water without that container, this beautiful feminine energy is spilled all over the ground.

You might be able to slurp some of it up, but it's also being wasted, which is not honoring how divine and beautiful it is, but without that energy, there's no point in having the container. There's no point in the container existing says Just want just one way of thinking of masculine and feminine dynamics.

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So when people who are very in their feminine come into my world, I can tell they're attracted to me and my masculine energy, which has always had this strategy and just like, you know, just take actions that move the needle forward, not compulsive action, not overcompensation action, but there's actions we can take daily that move the needle forward, basically.

So when I say that, you know, what is sacred for me was this pause. That doesn't mean that I'm recommending that for everyone who's listening, because some of the people who are listening here have a deep craving for consistency, stability and security from their business. And for those people who feel very comfortable being in the feminine and being in the being just bouncing from your business for two weeks when you don't have the context, when you don't have systems and structures in place that are nurturing your clients while you're taking that break.

This is maybe not serving the deeper desire, which is to have a real solid business that has income steadily flowing in and money stacking. So I want to give that caveat, and that is why strategy and energetics need to be balanced. It's never about one or the other, but we are often more developed in one than the other. So it's not so black and white of this is good and this is bad, but there's going to be one of them that is more developed that our further investment in that energy is not going to have as much of a return on investment.

It's like watering a plant that doesn't need the water. You can actually overwater it. So we really want to think about just because something feels uncomfortable to us, like strategies and building structures and building systems, that doesn't mean the same thing as I'm honoring my heart and soul. That doesn't necessarily mean the same thing. It might just mean we're uncomfortable with that.

We have resistance to doing that. Just like if I don't feel like meditating, it's usually in my best interest to meditate anyway. Most of the time I've never regretted meditating, but I have regretted not doing my meditation because I didn't feel like it. So there's a difference between discomfort because of resistance and discomfort because our soul is saying no.



Math Oracle

# SACRED CEO

WITH AYESHA DURRANI

TRANSCRIPT

So we need to have that discernment and there's the sacred and the CEO. We need to have strategies that support our energy. But without the energy, the strategies fall flat because they're not animated with our magic in our essence. So next episode is going to be about strategy and energetics because it's such a big, beautiful topic and I can't wait to share on that.

So I'm going to wrap it up here for this episode of Sacred CEO. Thank you so much for coming along for the ride. Every single review that we've received, I read them all. Every single share that has been shared on Instagram means so much to me, I cannot. I just can't even put into words. I don't think I've even fully processed the way that this podcast has been received.

And it is my greatest honor to be a channel for this work and to share with you. So thank you so much for listening. Thank you for being here. I absolutely love you and I'm so grateful to be the voice and the host of Sacred CEO. So take care of yourself, guys, and we will return soon.