

# Oath Oracle

# SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

## Episode 6

Hello my loves and welcome to the first episode of the Soul Legacy podcast with your host Ayesha Durrani, also known as Oath Oracle. So you may have listened to my podcast before and we have undergone a rebrand. I launched my podcast a few months ago under the name Sacred CEO podcast, and it actually instantly jumped to the top of the charts, which was so mind blowing to me.

It was number eight in Norway, it was in the top ten in North Korea. It was number 18 in Canada, UK like top 20 and top ten all over the world, which was absolutely amazing. I couldn't believe it. I truly was in disbelief and I was actually in Tulum at the time that I saw it hitting all the charts and then in, you know, classic Mercury Retrograde fashion and just all of the wild astrology we've had lately, like Mars Retrograde, Mercury Retrograde. Mars is actually the ruler of my podcast birth chart. Those people in my program, Cosmic Success Codes, you know what I'm talking about.

We received a letter, because Sacred CEO, so wonderful, beautiful name was actually trademarked already. So please learn from my mistake. Guys, we checked if there was any podcast with that name. Nope. We looked it up on Instagram. There was no Instagram presence with that name, and I was like, wow, this amazing name is right here. Right here for me to pluck it from this tree. But actually we neglected to do a proper trademark search.

It's been so interesting because that name, amazing name. Right. Congratulations to the people who hold that name, beautiful name. Sacred CEO. Loved it. Right. It just felt so aligned, and especially with how my podcast blew up, it kind of sent me - along with Mars and Mercury Retrograde - it kind of sent me on like an identity journey where I really took my time finding and really feeling right and feeling good about a new name.

Because it was clear that it's not just throwing a new name, slapping a new name on my podcast. It's that my podcast itself, its energy, its mission, its entity, its container was actually meant to transform. And that was, you know, that was tricky for my ego because of how much success that it had achieved instantly, instantly hitting the charts. But, you know, I am grateful, of course, when things happen that

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are inevitable, that are meant to happen, I'm kind of grateful it happened right away instead of, you know, six months or a year into having my podcast or something like that, because now a rebrand is a little bit easier, you know?

So the name that, after so much soul searching, you guys have no idea how much soul searching behind the scenes was happening with this podcast, because it felt so very right and the way that it clicked and was jelling with everyone and hitting all the charts and stuff like that, it felt so utterly right.

When the name was not the correct name for us, like it's just simply, you know, we're not able to use it. It's just not what's meant to be. That kind of threw me for a loop, but it was a very fruitful loop. It was a very fruity loop, a fruitful loop. It was a very rewarding journey of really digging deep because words mean a lot to me. Words mean so much to me. I love writing. I love reading. I love speaking.

My incarnation cross in Human Design is the cross of explanation. I love words so much, so I'm not just going to slap another name on and continue on. So I kind of had this deep inner journey around the energy of my podcast and what's going to represent that with the most integrity and with the most feeling of depth and substance to it.

So welcome to the Soul Legacy podcast. And the funny thing is Soul Legacy, it was one of the first names that I thought of for my podcast, and at the beginning, when I first was considering that, I felt like maybe it wasn't business enough. It wasn't specific to business. But through this journey and through my experiences that I had while taking my break from this podcast, I reconnected with that name and that actually became a positive thing about it.

That actually became positive, that Soul legacy was not as specific to business as having CEO in the name. And trust me, I was looking at all kinds of alternatives that still included the word CEO. But the funny thing is, once we get to a certain level in business, we realize the position of CEO is not the best position in a company.

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Being a founder is the best position, really. You know what I'm saying? And I actually had a really powerful reading. One of my favorite archetypes that come into my astrology reading space is the archetype of someone who's a high, high, high level CEO or founder, because these are people who have created unimaginable success that, for the average person, cannot even imagine they've already created that.

And now they're coming to me because they're desiring a greater sense of purpose, a greater sense of connection to the work that they're doing, a greater sense of fulfillment, because they feel within themselves that they've reached the top of a mountain and they're looking around kind of with a little bit, not, you know, to downplay what has been achieved, but a little bit of...

'Well, is that all there is?' You know, they have an inner knowing and they've been spending years or decades breaking barriers and breaking records and just reaching new achievements and busting through obstacles and just getting to this rarefied air where few people truly go. And yet they're feeling that inner call within themselves, that there's something more. And what I believe that something more is, is our soul legacy.

Okay. And so some of this particular client I'm thinking of, who is someone I did a reading for just a few weeks ago, was that exact archetype. And it's, you know, that type of person. Often that type of person, this archetype that I'm thinking of, is a white male, which for people who are listening, you know, I'm a woman of colour.

I have a lot of diversity in my spaces. And I welcome the successful white male archetype into my spaces, for sure. And I also think it's really important that people in those types of positions of power and with that privilege are deeply connected to their social work and connected to their heart and connected to their spirit, because that's the top down impact, right?

When I help a leader who's a high level leader, not just, I'm not like not talking high level execs figures, I'm talking high level like running companies of hundreds and thousands of people. When that leader becomes more in alignment, they go off to impact that tens of thousands, hundreds of thousands and

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millions of people with their work. And then there's also the bottom down impact, which is when my horoscopes reach as many people as possible and they come a little bit more into alignment with their soul legacy as well.

So through these experiences I've had the last few months, the name Soul Legacy, which is one of my first names I was considering for the podcast, came around. This is classic retrograde, a classic retrograde journey, but I just had to get there when I got there. And really that's the whole point of business success, is our soul legacy.

Like the people who are listening to this are not just here to have business success in the, I don't want to say superficial because not everyone's experience of business has to be some deep, profound spiritual quest. But that's how I feel about my business. And that's what I find in common. The common thread between every single person who ends up in my programs or even is commenting on my Instagram posts or is in my private coaching or private reading space is, they do feel that spiritual calling.

They do feel that expansion into more meaning and more depth. And I believe that's why they choose me as their reader and their mentor. So here we are. Welcome to this Soul Legacy podcast. If you were a listener of Sacred CEO, I thank you because you helped me hit the top of the charts and that was just unimaginable to me.

I literally couldn't believe it. Like, you should see how many screenshots I took of the different charts and things like that, cause I was just like, what, and so, so precious to me. And now, you know, obviously that was a necessary realignment and that name was just never meant to be. And here we are and it's Soul Legacy.

And that's the deeper meaning behind what it is that we're doing. We don't just want to create success by metrics. We don't just want to create success based on the world around us and what we've been conditioned to see as success. We are here to be, our businesses are here to be, vessels and vehicles of our soul's legacy.

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The imprint we're here to make is not just, oh, you know, Ayesha Durrani, she was a great businesswoman. Her business hit this and she was in Forbes, da da da. There's the deeper legacy. the soul legacy. It's the way that we make people feel. It's the values that we stand for. It's the impact that we make in the awakening of the collective consciousness.

And that's so much beyond the role of a CEO. And when we're building our businesses and we're in six and multiple six figures, even seven figures, and we're starting out, we look at CEO as, yeah, that's, an archetype I really want to embody. And there's so much beauty in that. But what you'll find with people who have been in CEO for a while is they want to move into the space of being a founder.

The CEO is working pretty hard and the founder is someone who gets to take a step back and let a business be managed and ultimately, with scaling, there may be a day we don't want to be the CEO any more. So here we are. I have so many podcast ideas. Oh my God, you guys should see my notes.

So there's going to be a lot more content coming through. So please subscribe, follow whatever it is on your platform or where you listen to podcasts. I so appreciate any shares, any friends that you think would resonate with my work.

Let's dive into today's topic. And what I want to talk about today is within business. I want to talk about strategy versus energetics.

Okay? And I don't mean to pit them against each other, because as you'll find through my transmission today, they always work together and they will always work together. But I do want to compare and contrast them so that we can have a better understanding of what they are, when they are the most useful for us to implement, what phases of business it's really important to think about these things, etc., etc.

And even though I am saying it is strategy versus energetics, I also want to acknowledge that a lot of the teachings, as well as the questions that I see being asked in online business spaces, whether it's Facebook

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or Instagram, those are my two main platforms. You know, now I have a podcast, but Facebook, Instagram are the platforms where I spend more time.

There is a lot of kind of debate where there's people who are teaching the pure old paradigm way, which is 100% strategy, formula, formula, formula, one, two, three. Linear, one plus one equals two. Do this, do this, do this, do this. And it's heavily, heavily leaning on doing energy, also known as masculine energy or active energy.

Then there is another wave of coaches and business programs and business teachings, which is a more feminine way, which is needed. We need to bring balance to the world by bringing in and implementing more healthy, functional, feminine energy. But the way that it's being displayed is also selling something which is imbalanced and is not really going to be of the highest good to beginner business owners. So this is people saying that and teachers saying that energetics is everything, strategy does not matter.

Just be in a good energy. Do what feels good in the moment, be in your pleasure. And that's going to create a six or multiple six figure business. And then what we have and what I've seen, I have experienced this a lot. Okay? I've experienced this in a lot of my spaces where women generally, like majority of them are women.

It can also be people who are strong in their feminine energy or developed in their feminine energy as an archetype within them. But a lot of people who are saying, well, I'm doing all my practices, I'm journaling, I'm, you know, buying what I want. So I'm in an energy of abundance, but I'm in a bunch of debt and I have no clients and they're wondering what's wrong because they've bought into basically a magical thinking that energetics is literally everything.

And what that's doing is it's bypassing the material, it's bypassing the 3D, right? It's bypassing the linear. So that's not going to work. And what I find is a ton of disappointment, poor work ethic, because they haven't developed discipline through consistent showing up, not posting for three weeks at a time, which is really weakening their audience's ability to have the know, like, and trust factor with

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them, because they just disappear whenever they feel like it. Because they think that any type of force or consistency or discipline is a masculine way and they want to reject that and be fully in a feminine flow.

And then they're like, well, I'm in my feminine flow. I'm wearing my goddess clothes, I'm doing my yoni and pleasure practices. I don't show up for three weeks at a time, and I'm wondering why I don't have any clients, and I'm wondering why I'm in a bunch of debt. So that's not working for people. And so I want to talk about what the difference is between strategy and energetics, different phases, where it's going to help us more to develop one over the other.

And, you know, I want to say that generally there's one polarity and this is very connected with polarity teachings around masculine and feminine energy. And so something I want to say because my space, I, you know, as a Sun and Venus in Aquarius, I love inclusive spaces and I love that people are exploring non-binary. I love that people are exploring and finding freedom and finding validation and liberation through they/them pronouns, for example. And I'm 100% in support of that.

So I want to clarify for people who are new to my work. When I talk about masculine and feminine energy, I'm really speaking about them as elements. So just as we're all made of earth, fire, air and water, we are also made of masculine and feminine energy. Or you could see it as active or passive energy. Yin Yang energy, right? It's energy. It's components that make up creation.

I don't have to identify as fire and earth, even if those are strong within my body or even within my astrology chart, that's what we see in another place. We can see these elements play out. Right. So I want to talk about this in the terms of elements that everything is made of.

And we can see that just from one of the most ancient, most powerful symbols of all time, the yin yang. So that's my little caveat there. So we can see strategy as a more masculine energy activity, right? Something to engage in and participate in, which is more masculine. It's results oriented. It's action oriented. Strategy is something we implement.

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It is something that we tend to do. We generally do it, you know, being can be part of strategy as well, but most of the time, it's something that we're doing and I fucking love strategy. I think, though something else I was going to say before I got into this, and that's that we tend to have one polarity more developed in us because of our upbringing and because of our nature.

So nature and nurture generally, we are coming into business and coming into doing our soul led business with one of these polarities a little bit more developed than the other. So for me, and I am a woman, I feel that I came into business much more developed in my masculine energy. Okay? And my doing and fixing energy in my energy, I'm going to make this happen and it's all on me and I need to do the best I can.

And I had a swift burn out. I had a swift, swift burn out when I started my business. And I worked with a lot of feminine energy coaches because I wanted to be more in my feminine energy. And that's really served me so well to invest in that for myself. You guys know me. If there's anything that I feel I want to grow in, I invest in the best of the best to learn that.

And I really did invest in some of the best of the best in the feminine energetics and feminine embodiment coaching spaces. And I also got to learn a lot about how they run their businesses and the people that are the feminine embodiment coaches that have the best, most powerful businesses that like the steady stacking, you know, six figure months, etc., etc. They have a very healthy masculine within them as well, and they are utilizing strategy.

It might not look like it because it's not the imbalance strategy of formula formula formula. Here is a webinar with these slides and then that leads to this and that leads to this. It's not an overdeveloped, it's not like a mega mall industrial energy, because strategy in imbalance can become like an industrial complex. And that's not sexy, right?

That's not appealing. That doesn't feel like a magical place. So it's interesting to reflect on which one we might be more developed in. Are you someone who tends to fix and do and achieve? Because if so,

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you're probably more developed in a masculine energy, which is also going to make strategy something that's maybe more appealing, feels more comfortable, feels more familiar.

And you got that already, right? So you don't have to spend or invest a lot of energy in learning strategies. Just some of it, right? Like staying, cutting edge learning when you want to learn, but understanding that's not what you need to rely on 100%. Because if you're already developed with a strategic mind, and even, there's so many ways we can look at this, right?

Our Mercury in our astrology chart. Mine is very logical, my Mercury is in Capricorn in the sixth house. I have a very earthy Mercury, so that's very logical and linear. I was born during Mercury Direct. I also have a left facing arrow in the top left of my human design chart. What that means is I'm a strategic mind.

So there you go. All right. I love strategy, but I don't need to invest a whole bunch of time in it, because as long as I'm continuing to learn and reflect on strategies as I just move through my day without having to really go out of my way, I'm going to keep tapping in to the correct strategies and there's not much return on investment for me to spend even more time on something that's already thriving.

So we can kind of see it as a garden if we think of, Oh, what do I, what's better, what's better, strategy or energetics, that's like asking 'What's better, earth or water?'

If you live in a swamp and everything's swampy and you're stuck and you're moving slowly and it's just like stagnant water and it's just like fucking swamp, then probably some earth, some strategy, some logic, some objectivity is going to help bring balance to that environment so that it can become this thriving garden. Right? That's what we want. We want a thriving garden.

I always use this example because I always think about this and it just makes so much sense and understanding. Natural organic creation cycles. If you are in parched earth and there's just crumbling stones everywhere and it's just dry and there's nothing to drink, there's no flowers and no plants, then adding more water to that is going to have more of a return on investment than adding more earth.

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We don't need to add more of what's already there because that's not what's going to bring it into balance. So for me, as someone who's already strategic minded, I never have to really worry about running out of strategy because that's already how my mind works. So just through noticing things in business - I love, you know, when I walk into a store because I look, I'm a business nerd, right?

I can walk into a store and I'll notice something interesting that they're all like, Oh, that's such an interesting business model. You know, I'm just looking around. I'm just enjoying myself. I'm enjoying myself, observing how businesses are run and structures and what works and what doesn't work. I don't need to constantly be spending hours and hours every week studying strategy because that part is already developed in my garden.

But if I overdevelop it, it's going to become dry, rigid and crumbly. And that doesn't feel good and it doesn't bear fruit. Okay. But neither does a dark swamp. Right? So when I bring water in, which is what I've been investing more of, investing more in my feminine energy, investing more in putting myself taking responsibility and putting myself in an amazing energy before I create a transmission on my Instagram or before I come and make a podcast episode that is watering with crystalline, pure blast water, watering my garden.

And it's just drinking it up and sipping it up because it's been so thirsty from this life where I had to get really in my fixing energy and we can get really deep into why this happens, right? It's partly, it's nature. But if you use me as an example, I've got the strategic arrow in strategic.. I think it's cognition in actually no, it might not be called cognition, but I have a strategic mind in human design.

And then with my Mercury being in Capricorn, you know, the goal getter ambition and it's in the sixth house which is very critical and analytical. It's like by nature I'm already strategic, but then you add a little bit of nurture in. And what that means for me, or some reasons and examples of what that means for me is, I left home when I was 15 and I didn't feel very close with my father.

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I didn't really feel like he was there. I didn't really feel like I got a lot of attention in that way. And then I have been taking care of myself since I was 15, so I kind of had to develop this inner king or inner knight. And even though there was a scared little girl within me, I kind of had to quote unquote boss up and figure out how to make stuff work and just decide that, you know, even in my twenties when I started to travel, it's like I would work seven days a week working a minimum wage job or \$12 an hour job to save money, to go traveling in inexpensive countries like Nicaragua and stuff like that, and like sleep in a hammock for \$3 a night.

And that was pure willpower. That was me just being like, I'm going to make this fucking happen because no one's going to help me. Basically, that was like one of the underlying beliefs, right? So that was the nature and the nurture part. And what that created was a lot of armoring.

It created a lot of tension, tension in my jaw, tension in my body and my neck. It created a lot of internalized pressure and it became very rigid, right? That rigidity, it helped me accomplish certain things and I'm really grateful for it. But if I let it keep going on in my life, it just no longer has the same return on investment as it once did.

It had a return on the investment when I was literally saving my own ass, when I was making amazing memories happen, you know, even when I was deep in depression. And I would create these trips and go backpacking. And that was really important for my development. And now it's just at this place where it's like, I don't need to add more earth here.

I need to, I want to, add more water because I want flowers, I want fruits, I want harvest, I want growth, I want life, I want colours, I want vibrancy, I want pleasure. And through adding that and investing in that, which I started to do heavily in 2021, that's what brought me, you know, 2021 was a year that I created through my business \$389,000 U.S. dollars.

So the revenue timeline for my business, for those who don't know, some of you guys have heard me say this before, but my business started March 20th, 2020 and that calendar year - so it wasn't a full 12 months. It was right at the end of March until December 21st of 2020, that calendar year, my business

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generated 80,000 U.S. dollars in revenue, which was six figures in my Canadian currency, which was great.

Then 2021 was the next year, \$386,000. So that was over \$300,000 more than the first calendar year. And that's when I started really focusing and understanding, understanding my own patterns, my own reasonings behind being so street strategy, strategy, strategy. And what I was doing was because I have a strategic mind, because I love strategy and how strategy helps us honor our energy by getting better results for the same amount of creation.

Right? Like you can have a post or you can have a post that has some strategy and that same post can have much better results because of strategies that you implemented with social media via, you know, for example, hashtags, certain types of content, having a call to action, sending it to your email list after you post on Instagram, etc., etc..

And that's really increasing the return on investment. And that's something I often think about, you know, return on investment of not just money, but of the more valuable currencies of time and energy, right? So if I spend 30 minutes or half an hour or if I spend an hour creating a post and graphics, I want that to have the greatest return on investment for that hour, because an hour of my time is incredibly valuable.

So that year I was seeing all these strategies and I was feeling the infinite potential of online business, because I had just gone from, first off, 80k in the first year. That was like triple what I made in a year. You know, if that's over \$100,000 Canadian, I used to make \$30,000 CAD a year, so that was already mind blowing.

And I was doing what I loved, meeting the most amazing people, having all these opportunities. So then in 2021, I started doing, it was almost like I had three business models at the same time because I was seeing every, I'm a projector in human design, I'm a seer. I could see every good strategy that existed, basically, but all I could see was opportunities for strategy.

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So I was trying to implement all of it and I did swiftly burnout. So towards the middle and end of that year, like nine months into that year, that's when I started to really invest in feminine embodiment coaches and learning how to tap into my feminine energy. And I had a lot of reasons and trauma is why I didn't feel safe in my feminine energy.

For example, the country where my parents are from. I was born here in Canada, but my parents are from Pakistan, which is a place where women don't have the same freedoms as they do here. There's more repression. There's repression of women's sexuality, freedom, what they wear, how they act. You know, and if you just take one look at me, you can see I'm, you know, behaving in ways that actually are not okay in Pakistan.

And I've just always been that black sheep in my family that was, you know, getting a lip piercing when I was 14 and stuff like that - which I don't have any more in case you're wondering. So there were a lot of reasons why being in my desire didn't feel safe, not just from experiences I had, but also experiences that my lineage had, that my mother had, that her mother had, that our female lineage of Pakistani women had where,

they weren't liberated to be with who they wanted to be, to act the way they want to act, to spend their time the way they want to spend their time, to have multiple orgasms and meet God through a sexual encounter. I'm not saying no one ever did, but the conditions were not really supportive of that reality. Right. So there were deep, deep, deep, profound reasons why my inner feminine within myself was repressed.

So then looking at 2022, the year that has just ended. That year ended at \$615,000 USD in cash received. So each year has added another 300k. So that's a pretty nice pattern so far. And that was me working literally a quarter of the time a lot of the week. That was me going from working for 40 to 50 hour weeks in the first year to ten hour weeks, sometimes eight hour weeks.

I would say between eight and twelve hours on average is how much I was working in 2022. So that investment and that work and the way that I showed up to feminine energetics and embodiment and

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thinking of my magnetism. Working on how I actually feel inside of my body and listening to the voice of my desire and trusting my intuition in more radical ways, which was me now focusing on energetics.

That was me working, if you look at the numbers, if you look at the statistics, I was working a quarter of what I was working and I made almost \$300,000 more. Maybe it was more like \$250k because it went from \$386k in 2021 to \$615k USD in 2022, which was over \$800,000 in my home currency, which is just absolutely bonkers to me.

And once again, with a quarter of the time working each week, this is not an exaggeration. I went from working 40 to 60 hours a week and feeling like I couldn't stop working. So people who are listening to this, that may have been my mentors. I was working with a hypnotherapist. I was going to, I felt like a broken record because I kept talking to my mentors like, I just can't stop working.

I don't know why. Why can I not stop working? Why can I not take weekends off? Like I was addicted to work and I was deeply burnt out and I was so burnt out that I didn't, you know, say yes to social engagement. But then I would just end up staying home and working on my computer too. Now easily, no problem.

Working 8 to 12 hours a week. So through focusing on my energetic ex and really being in touch with my moment to moment energy, the water energy, the energy that can't be contained, the energy that isn't really going to be told what to do. We can't control the water. Right now, really trusting my cyclic, my cyclical nature as a woman.

Right. My hormonal shifts, different times of the month that are more conducive, like in our ovulation, expressing and showing up and being magnetic and having more energy. And then our inner autumn and winter where we're bleeding and being like, I have lower energy. I'm going to do less. I'm not going to put as much stuff on my calendar.

I'm going to anticipate and honour this time and honour this cyclical nature, where strategy tends to be not as cyclical. It's more linear, like production, right? But like I said, when strategy or masculine

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energy gets out of control, when it comes to work, it becomes industrial. If you think of an industrial complex or an industrial area of a city that you've been to where it's just big warehouse, big warehouse, no trees, concrete everywhere, like that's not the world we want to live in.

It doesn't matter if they're producing at a high level consistently every single day with no breaks, that doesn't matter. That's the corporate toxic capitalism lie. Right? But then there's also the realm of pure energetics, never building anything because building things takes consistency and discipline and showing up and sometimes doing things we don't want to do. So do you want to just live and sleep on some moss under a tree by a river?

I mean, that does sound kind of awesome, but with just a little bit of strategy, as in getting the right materials, cutting them to the right size, using architecture and physics and using, you know, things like craftsmanship, carpentry. Building a beautiful two bedroom house, you know. Or four bedrooms, two stories, big bathroom with a clawfoot bathtub, a, what's the word like the smaller bathroom, you know, that doesn't have the towel, but what do they call those?

What do they call those? Yeah, it's like the smaller bathroom, right? That's not the full bathroom. And it's got a wraparound balcony and it's got this epic kitchen with an island and a gas range stove. Like how much better is that scene with that? And there's a fireplace and there's rugs and there's an organic mattress and it's like, oof!

That just brought it to a new level of luxury. Listen to me, baby. That's not possible without strategy. The strategy of selecting those materials, of preparing them in the right way, cutting them to the right size, sanding them in the correct way, creating and constructing that in the correct way. So it actually stands the test of time.

So there is this, we tend to see it as so black and white. Like strategy is this, energetics is this. But when they are together, just like when masculine and feminine energy is balanced and together, that is creating ecstatic experiences of this beautiful home that's by the river. And it has this patio and it has a

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boat dock and it has a canoe and it's all shiny and like, you know, made of the best materials, made of the best quality.

That's the beauty of structure. That's the beauty of bringing structure into nature. So we want both. But there's also different stages in business where one is going to serve us more than the other. So if you're already, if you're someone who's naturally, whether it's through nature or it's through nurture or both, naturally very in their feminine energy, like you have no problem not going to work.

You have no problem being in the present moment and feeling into your body and just doing what is fun and you just being present in the moment and really being in the world of your senses. You're probably someone who is in your divine feminine energy, and that's a beautiful energy to be in. But when you have a deep longing to create a business that's going to have recurring monthly revenue for you, that's going to support you and your quality of life, that's going to reach and impact. the exact aligned people who are meant to be impacted by your work.

That's where you got to think about what structures can I build to support this? Because I tend to attract two different types of people into my private coaching spaces. My readings is a bit of a different story, you know, my soul wealth reading, my signature astrology reading, anyone and everyone has come into that space.

But the thread that they have in common is there's a deep calling, there's a deep soul calling to create impact in this world, soul legacy vibes, you know what I'm saying? But in terms of my coaching spaces there and even in my certain programs, there tends to be two types of people that join those spaces. Obviously, this is a great generalization.

Every person truly is a unique individual, but there tends to be people of any gender, of any background, any nationality, who are more of an achiever. So they have already achieved certain things in business or maybe in their career, and now they want to start their business. They might be considered a high achiever, they might be considered a bit type A, and they're ready to be honouring their soul more.

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And they're ready to bring magic into what they're doing. They already know that they can hit all these goals and slay all these directives and achievements and things like that. They already know how to make shit happen in their lives and they're probably a fucking badass. Like they're a badass at what they do. But they may also have a little bit of armouring, yoni armouring, armouring in the heart space.

They might be a bit hardened, they might have had to be really strong. And that's actually cutting off their magnetism to a certain degree, because when we insist on doing everything alone and doing everything through sheer willpower, it's going to be a lot harder than being in the dance of creation, right? Being in the give and take, the creating, but also receiving and attracting.

And like when that person who's already created six and multiple six figures and beyond in their in their businesses or in their corporate career, when that person brings in alignment to their energetic blueprint and opens up and starts paying attention to the energy centers and chakras in their bodies and noticing where there's imbalances and opening and softening their heart, holy fuck.

When their magnetism turns on and they're no longer running off sheer willpower and no longer running off sheer strategy. But they have those strategies in place because that's what they already did and created. Then the magnetism blows up their business because their magnetism is what's calling people to enter into the structures that they already built. And so that's what I can describe as what happened to me in 2022, where I made \$615,000 U.S. dollars cash received, which is over \$800,000 CAD cash received, eight times what I made, just in 2022.

That was not from more strategy or more doing, but I already had the structures in place. So once I turned up and dialed up my magnetism and did that inner work. I softened and opened my heart and cried at night and felt what needed to be felt. I honoured my inner cycle and honoured the queen that lives within me, my magnetism shot up through the roof.

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And it was felt and it was heard and it was known. And that brought more people in through all of the structures I already created because there's tons of links on my website. I have a very robust product suite at this point. So once those products are there, if I turn my magnetism up, people will be drawn in and they will buy those products.

But if you are a magnetism, divine feminine goddess who is refusing to make structures in your business, how are people going to, where is your magnetism drawing them to you? They can be drawn towards you and love your energy. But where are your products? Where's the storefront? You're just like a pixie in the forest, which is fucking awesome. Fucking awesome to me.

I love all my forest fay friends. You guys make my life so much better, you know? You know who you are if you're forest fay, you know what the fuck is up. But if you feel a calling to have a business, if you feel a calling to be a fountain of wealth within your community and be an irrigation system that's rerouting resources to where it needs to go through the medium of money.

And you feel called to do that and be that in your community. Not everyone has to do that. But if you're listening to my work, you might be one of the people that has that inner calling. So then the question is really, what's going is not which one is better strategy or energetics, it's what's going to serve me the most right now based on my current desire.

If your desire is to be a forest nymph who like lives in the barter system and doesn't even deal with money, or maybe you're forest nymph and you have a job where you go to when you have money. But if your desire is to have a business and also be your force in business, then there's going to be so much benefit for you to spend one hour a day, four days a week working on your strategy and implementing structures.

Because when you are in your first, if you haven't made six figures yet in your business, it's structures and strategies that's going to get you there. That doesn't mean we throw energy away. It's like saying, Oh, well, if I need more Earth, then I'm just going to throw away the water. No, that's not how it works. That's not how anything works.

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The only time that that's how it works is in our heads. When we're caught in our heads and we're looking for the shortcut, we're looking for the answer: is it this or this? And we're thinking in this black and white way. But look at your body. Look at your hands. Is it earth or water or fire or air? It's all of them at the same time.

But if you have a surplus of water and it's feeling swampy and you're deep in the fields, but you're not building anything on there, then you're in the wild, right? And you can choose to be in the wild. But if you want to have a business in the wild, you at least need a little booth. You need a pretty little booth with a nice chair for you, a place where people can see the products and a little price list on a beautiful piece of paper carved, engraved into some wood.

Right. But you need the structure. That is what the structure is. So don't think that structure and strategy is the same as creating an industrial power plant or a warehouse in the business garden or in the garden of your life. Obviously, this is all energetic, right? This is a quantum garden that I'm talking about. You actually don't have to compromise your forest for nature, your divine feminine nature, your flowing, magical person nature.

You're actually supporting it and amplifying it by building it. A little cottage, right? A little cottage to go sleep in with a little rocking chair and a fireplace. That's structure. That's what structure gets to be. So it's like in the quantum garden of your life, of your business, you get a cottage, there's a booth out there where people can come and see what you have for sale, see what is on offer, see how much it costs so they can make a decision and they actually see you there instead, of it's abandoned.

Like so many of my divine feminine babe clients are not posting consistently when they first come and work with me, and I think they're attracted to work with me because I am a little bit more developed with the King energy or the masculine energy, and there's a polarity that's playing out there, whereas the other type of client who is also more developed in like the achievement energy, they feel that resonance with me.

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And maybe they also sense that I've been on the journey of bringing in the magic and the energy. So whatever the reason is that someone is choosing me as their mentor, these are certain patterns that I've seen play out. And there are these women and as I say, women, because generally this type of client is a woman.

But it's not only right, but this type of client who's more in their feminine, they have incredible energy when they talk, it's just so magnetic. And here it's like, Oh my God, more and more and more. But then their Instagram is like a fucking tumbleweed. It's energetically drafty. Like, there's no vibe, there's no warmth, because they're not showing up.

And what that does is make it look like a hobby. And so then this type of person tends, I tend to see this pattern playing out, whether or not necessarily in my programs, but I've also seen this on Facebook message boards and places where I'm seeing people have these conversations. Like, I'm buying all the courses, I'm doing my practices, where's my clients?

And it's like, well, this is the time in the phase in business to create structures. Because one day when you build that house for yourself through different structures, like for example, some good places to start: I did a Q&A on my Instagram and, by the way, if you are curious, I save on all of my Q&As in my IG stories, on Instagram.

What that means is you can go into the IG highlights and it says like January Q&A, November Q&A, and so you can see me answer people's questions and I find them really valuable, which is why I saved them. And someone asked, What are the three things you need in the back end to have a business. The most basic three things. I said one, a product to sell. Two, a payment processor that's connected to a business bank account.

And three, a place to put your product. So if it's a course, you need a course portal. If it's a service, you know, having like a booking thing, like Acuity, which is how I do booking for my astrology readings that connects to Zoom so that people are getting an email. You don't even necessarily need a website, but you definitely need those structures.

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If you don't have those structures and you're saying, Yeah, I want to be an entrepreneur. I'm sorry, but it's just a dream. It's just a fantasy, but it's within your capability. It's absolutely accessible for you to make it real. But the thing with the trendiness of online business is that literally, as we can see, anyone can call themselves an entrepreneur.

But the crazy thing is we all can be entrepreneurs, but there are people who are in the wantrepreneur category who are just saying, Yeah, I'm a coach, but they don't have structures and they don't have clients and they're not like learning from mistakes and continuing to show up. It's all this image thing. So the structure of having something to sell, so that means working on your offer.

People are starting with the outside first. They're starting with an Instagram thing and they're saying, I'm a coach, but they don't have an offer. So working on your offer means spending time with yourself in a notebook or in Google Docs, writing out your offer, brainstorming the offer, working with people for free, developing experience, creating testimonials. Make it real.

Otherwise it's just a fantasy. And yeah, you can throw it up on your Instagram bio that you're a coach. Of course anyone can do that. And that's why the coaching industry is getting so much flak right now. But is that how you want to do it? So you've got to have the offer and you got to flesh that out yourself.

That's where you need to lead yourself through. That takes discipline, that takes strategy, that takes showing up consistently. Then there is having, you know, setting up your payment processor and connecting it to your business bank account. If you're making people bank transfer you, for example, that's going to be a little bit harder, right? You're asking people to pay \$30 and to go to their bank or figure out how to do that versus being able to pay with a credit card, which is obviously more convenient and professional.

Then there is having it hosted somewhere, right? So people are saying, oh, I want to do a course one day, one day, one day, one day. And it lives in this fantasy land in the future when you can just choose

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to make it real by starting to play around with different course portals and starting to write what the modules would be and practice teaching and do some free IG lives to develop that flow.

That teaching flow. Then, next level of strategies is, you know, do you have a lead magnet? What a lead magnet is, is something that people download and they give you their email address and they add themselves to your email so that they can receive email marketing from you. So for me, it's my shout out, free astrology guide. Link in the show notes.

I have a 19 page astrology guide with interpretations of all 12 houses, for all signs, all the planets, some of the asteroids and even angles. And how to generate your chart. You know, it's giving a lot of value. So it's an exchange that's happening where I'm exchanging this value that I created and you are adding yourself to my email list and then you're going to receive my promotional email.

So when I have a launch or when a new podcast episode comes out, you're going to get that and that's going to keep you in the loop. And that's really great and important to have that, because algorithm changes always happen in our social media platforms. And everyone says this, I'm not, you know, saying anything new here, but we don't own our social media platforms.

So if one day Instagram decides that it doesn't like me anymore, I don't want to be completely disconnected from my client base or my base of potential clients. So the people who are on my email list who actually read emails are some of my most close people or most warm and hot people in my audiences. And we feel warm towards each other.

They like and read my content. They're interested in what I have to say. And those are people I want to keep talking to and I want to keep in touch with them. Right then.

There is having content strategies so that, you know, because someone else also asked in that Q&A, which is under the January Q&A IG highlight on Instagram. They asked, did you use strategy to grow your Instagram or did you just wing it? And I had to laugh a little bit at that question. I was like, I

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think this person's new to my world because I don't just wing anything. I have intention behind everything that I'm doing because I value my time and energy more than even a dollar, you know?

You know what I mean? Like, I consider time and energy to be the most valuable currency. So why would I spend an hour creating content that's going to have a mediocre result when I can use strategies to honour and leverage that same creation, that same content, that same hour of my time and have exponential results from that because of implementing strategies before, during and after the post.

And it's the same with launching. I am not going to pour my heart and soul into creating and inviting people into a program and just cross my fingers and just wing it and hope that it works out. Versus, am I going to support myself with sexy strategy that's going to create a better outcome, a more desirable outcome for me, where it's going to reach more people and more people are going to sign up?

It's going to be the right people that are inside, not just selling for the sake of selling, but actually using strategies to connect with the right people, the aligned soulmate clients within my world. Now, if I get all strategy and I'm just launching, strategy, social strategy, da da da da. But I don't have my energetics on point and my energy is coming from a place of I'm drained, I'm depleted, I'm neglecting myself, I'm abandoning myself. I don't care how I feel, I'm putting myself last.

Then it's going to require a lot more work, a lot more force to create even the same result. So that means I can be posting everywhere, I can be posting every day. I can be having a call to action using hashtags, sending emails, I can be paying for ads even, which that's not something I've explored yet.

So far, all of my growth to over 29,000 followers on Instagram to, you know, over \$1,000,000 in total revenue since starting my business - well over \$1,000,000 at this point in total revenue. That was completely organic. Okay. But what I'm saying is if we're relying fully on strategy, it's going to become harder and harder and harder and harder to make better results or receive greater revenue or have deeper impact because the energy that's going to be infused in all of those actions is this energy of self-abuse.

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And it's an energy of self neglect. It's an energy of self-denial, it's an energy of depletion. So that's when we get people who are saying, I'm doing quote unquote, everything right. I'm posting about my offer. I am inviting people in. I am making different types of content. I'm trying this out, I'm trying reels and nothing's working. Well, that might be because the energy that's going, you know, our hands are where we give from, right?

And our hands are connected to our heart chakra. If our heart is shut down, if we're harboring tons of resentment and toxic emotional energies and we won't let go of the past and we don't forgive ourselves and we're mean to ourselves that there's a frequency that's being coded into the actions that we're doing. So once again, if we're spending 10 hours a week on strategy, I want to get the greatest return on investment for that 10 hours a week, which means that - which, I don't even do that, so let's say 3 hours a week on strategy.

If I'm spending 3 hours a week on strategy, I want to have the best return on investment for that. So that means I want to encode those strategies with me being in a fucking delicious, luxurious energy, because then all those actions that I take are going to be coded with an energy of luxury, and they're going to be 100 times more magnetic versus being energetically flat.

And then I'm doing 3 hours a week on strategy, 12 hours a week on strategy, 20 hours a week on strategy, and I'm not getting more results. So depending on where we're at and seeing our business and - you've heard this, right, 'our life is a mirror', our business is a mirror as well. So this isn't about, oh, what did I do wrong?

Because my results aren't very good, but it's about seeing it as, what is the feedback that I'm receiving from the results that I'm getting right now? Do I think I'm doing everything right, yet I haven't had a client in three weeks. Something needs to change if that's happening. Is it your energy? Only you will know the answer.

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Is it your energy? You need to spend more time feeling your feelings. Is your heart shut down? You know your heart. Our heart is literally has a magnetic field. Our heart is literally a magnet. So if your heart is shut down and the energy is stagnant, it's not flowing, it's not glowing, there's no radiance.

But you have structures in place, you have a freebie, you have a content strategy, you email your list, you create from your channel. You know, you're embodied in your medicine. That's another thing, by the way, something when people that I see when people are not getting the results that they want as they're not fully embodied in what they're talking about, or what they're trying to sell.

We need to really reach a new level of integrity with what it is that we're offering, because people say, well, I'm a coach, but they feel imposter syndrome because they don't actually have a lot of experience coaching. And then they feel that. And then they're doing courses that are only teaching them how to choose their prices and not actually teaching them how to get their clients results.

And then that energy is, it's basically limp dick energy a little bit. That's kind of what I get from it. Like limp dick energy is just like me energetically impotent, right? It's dead because you're not deeply embodied in it. For me, I'm so embodied, or already was so deeply embodied in astrology before I started my business, you know, studying it for over 18 years. Over 17 years before doing readings and starting my business.

Now I've been studying astrology for like 20 years, and same with business, because it clicked so well with my nature, with the way that my mind works. Then applying astrology to it and having amazing results with even minimal business experience and minimal business strategy knowledge. By applying astrology, I got to select the correct strategies for me and then I had amazing results, \$10k within six months, \$10k months within six months, \$18k months by the end of the year.

And I put myself on an upward trajectory because I was already deeply embedded with astrology. So that's another question for you. If you're not having the results that you want, are you saying all the right things without truly being embodied in what you are doing? You know, that's where the tough love comes in, right?

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Ah. If you're not having the results that you want, you need to take responsibility for that and look at what is required more. If I've already been implementing tons of strategies and I've been doing a lot of courses on strategy and I have created all these things, it might be time to focus more on energetics and be like, how do I actually feel?

Am I even in my body? Am I present here? Am I feeling what needs to be felt? Am I magnetic? Is my heart open? What healing is being asked of me? Where does energy want to flow? How can I let more magic in? And then, if you are already a forest fay forest nymph babe, you know, in the trees with the fairies and whatnot.

Maybe it's time to build your booth, build your little beautiful booth with some engraving and put some dried flowers on it and share what you have to offer. Keep showing up and don't abandon the booth. Right? If people walk by the booth ten times and you're never there, they're not going to come and be in exchange with you because there's not that trust. There's not that integrity piece.

Feel it for yourself and take a moment to drop in on what is going to have the greatest return on investment for you. If you've already done every strategy and you feel like you've quote unquote tried everything, do you want to keep investing into that thing that's not harbouring any fruit for you?

That doesn't mean you give up on it. The things you built get to stay, structures you built get to stay. But it's your magnetism. It's you opening your heart and your juiciness and your creative life force energy and radiating and emanating. You have to know who you are as well, right? When you're deeply embodied in you and you're so full of your own essence, that is going to create a magnetic pole that's going to call people in, to enter into the structures that you built.

And if you don't have structures, but you are a magical forest creature, then it's time to just build some of those structures so people can start lining up for whatever it is that you're selling at your booth. At your energetic booth. Maybe it's an online booth, or maybe it's a physical booth, but people need to see you and know that, and they need to see what you have to offer.

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They want to know how much it costs. They want to know why it's for them. You want to, it's your job to tell them about it, right? It's your job to tell them why this is for you. What this can help you with, communicating the value of our offers, is our job. It's part of our jobs as entrepreneurs, especially solopreneurs. If you really don't like it, one day you can hire a marketing team. That's always an option.

But yeah, so that was a nice, long tangent on strategy and energetics. One is not more important than the other. It is really just looking at the landscape of your business reality. You know, the experience and outcomes that you're currently having in your business. Does it feel dry and rigid and crumbling? Then maybe you need to bring in more energetics and more of your own essence and start watering that dry part of the garden.

Does it feel swampy where you can't really move and it's a little bit chaotic? You don't know how you can depend on any results and there's no structures? Might be time to bring in some earth so that some of that water can dry up and come back into balance. Because either way, what you have when you bring it into balance, whether it's on the strategy side or the energetics side, either way, when you bring it into balance, what we have is a thriving garden.

You have an ecosystem, an ecosystem where different things, different offerings, different clients blossom at different times and all year round something is blossoming. Even in the dormancy of winter. We have kale and we have other things that grow in winter, right? Or other things that stick around in winter.

So I hope that this has been interesting for you. I have four programs that I created. Two of them are strategy based and two of them are energetics based. If you are looking for a curated offering specific to where you're at right now in business and in terms of what you feel called to work on for energetics, I have the program Mystic Magnetism, which is my signature manifestation program, and this talks all about shifting and coding the energy in your body and your energetic field.

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That's taking responsibility for the energy that you're coding into your business activity. So when you sit at your computer and you work and you put your hands on your keyboard, you're flowing energy into the content that you make, into the responses you give to clients, the sales conversations that you have, etc., etc.. It's in Mystic Magnetism where I teach you everything that I know about manifesting through our energy and through the portal of our body and creating and coding the most luxurious, magnetic, essencefull energy that we could be saturated in.

So that when we do interact with our strategies, we're coming from a different energy to begin with and we create drastically different results. It's about coding your field with more of what you desire to experience and realize you are the magnet to your dream life. You already are that.

It teaches energy hygiene, letting go of what does not serve as a normal, regular thing. It's really about manifestation as a lifestyle. There are six modules. There are Q&A calls that are prerecorded and there are six recorded practices that were so popular that you get to just keep using and keep working with for very, very different energies.

There is talking about Death and talking about letting the past die so that we can birth what we truly want to birth and create in this world. There's Vessel, becoming a vessel for your soul work. There's Command, recognizing that our posture and how we're being and our choices are commanding the results that we're receiving, even if we don't recognize that consciously. So I love Mystic Magnetism.

And the other energetics program is called Wealth Magician. Do I need to say more? It's about becoming a magician of wealth. It's associated with the magician card who's using the elements and his intelligence to create that, to be in co-creation with spirit, to actually manipulate in a way reality, and to influence the wealth reality that we are experiencing. And this has to do with lineage healing, with reprogramming the matrix that we're a part of, with detaching from the old paradigm matrix around money and choosing to create a new pattern, being the cycle breaker with money in your family and creating a new pattern of wealth.

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So those are the energetics programs. And then for strategy, we have Sacred Sales Ascension and Sacred Social Media, and these are pure strategy. Well, there's definitely an energetic focus because like I said, they always exist in the same place, right? Like they're always happening at the same time. But this is very outcome oriented. Here's how I launch. Here's how I help my posts become more popular. Here's how the different purposes and different goals and different intentions by different types of content like real long form content, carousel, comedic content and entertaining content, etc.. Story strategies selling on social media.

Exactly my process for launching, creating offers, email marketing, freebie stuff, like it's just so deep. It's all the How. In mainstream manifestation teachings, we also often hear 'don't worry about the how', which actually I do agree with in a certain way when it comes to manifestation of our really high visions and dreams.

But I'm also a How queen. I love to talk about How. How to get you the best results, how to get you the greatest return on investment for the time that you're putting in, and the energy that you're putting in through supporting yourself with these supportive strategies. So that is a strategy program, Sacred Sales Ascension. So that's if you want to level up your sales really specifically. You're ready. You have products already, you have offerings already, and you're ready to exponentially multiply the amount of revenue and sales you are receiving, the amount of cash that you're receiving, and how to connect with the aligned people.

This isn't just selling for the sake of selling, it's connecting to the aligned people. And then Sacred Social Media is about growing your audience. Everything that I've learned in growing my audience on Instagram to over 29k organically with amazing engagement. People always compliment my engagement because there's accounts out there with 50k more followers than me, 100k, and they're not getting the same level of engagement in their content. But we also do touch on sales within that course as well.

And yeah, so those are the strategy programs. And then there's my fundamental astrology for business program, Cosmic Success Codes. And this is for those who really want to become their own astrologer

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and potentially use astrology with their clients. This is business astrology and it's a deep dive. There's over 15 modules at the moment. There's so many, I don't even know how many, Q&As, like five or six. And we have quarterly Q&A calls this year in 2023. So this is the deep work. This is like technical astrology information. This is not for someone who's just curious. This is not for someone who's like, astrology sounds cool. I don't know, you can be a beginner, but there's a lot of technical information.

So this is not just like, oh, yeah, astrology for business sounds fun. I have smaller masterclasses for that. Sun Moon Rising is like a mini program that I have for that. But this is, you're going to be learning industry, business charts, learning to record transits. We're looking at charts, we're looking at angles.

We're looking at, you know what I mean? So it's a bit of a different energy over there. And in Cosmic Success Codes there is over 85 people that are taking that course already, which blows my mind. But as I mentioned with doing, is choosing strategies that align with my energetic blueprint and how that put me on track for six figures in my very first year.

That was because of this understanding I had of astrology before I really knew very much about business. It helped me select the strategies that would align my astrology. But then it also gives me so much clarity and guidance on the energetics that I'm here to embody and that I'm here to channel through my work. So not only with my chart, but the chart of my business and working with transit and what energies are prevalent at what times and have more of an opportunity.

They all are kind of a mix of everything in terms of business and strategy and energetics. Cosmic Success Codes is kind of a whole other animal because it is all about astrology. You're going to be learning astrology and most of the people inside end up using it in some way with their clients as well. Whether they are readers or they're doing astrological informed coaching or just understanding their clients Moon signs and Chiron's helps them get their clients better results, etc., etc..

As a listener of the Soul Legacy podcast, the comeback episode, I do want to offer you 20% off any of these courses. Should you desire to give yourself that support and invest in that area of your garden that needs a little bit more help, whether it needs the water of energetics with Mystic Magnetism and

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Wealth Magician, or whether it needs a little bit more structure with Sacred Soul Ascension and Sacred Social Media.

Or whether you are feeling like you're an astrology nerd like me and you want to get into some chart work and some technicals, you know that if that is what's lighting you up, then you can use that 20% towards Cosmic Success Codes as well.

I'm so, so, so excited to offer these and welcome in the new students.

Something really exciting is happening this week actually, which is the initiation of the Soul Business mastermind. That's my six month small group, intimate mentorship. It is just ten people total and it's a really intimate journey. It's a business alchemy journey and I cannot fucking wait because when we really get to walk together, see each other, support each other and create this group energetic field, we're taking 2023 by storm and we're not doing it through force and hustle.

We're doing it through coherence and alignment and being in balance with this dance, right? Knowing when it's time to bring in some more strategy and when it's time to actually rest, receive, take a break and tap into energetics. And as a bonus for this mastermind, you might be hearing this after we already started. So check out, of course, if not, or feel free to inquire about, you know, more high touch ways of working together.

But the mastermind begins January 19th and those who sign up, we just have two spots left. But you can have one of the courses that I mentioned earlier. You can have one of those as a bonus. We just added this bonus to the mastermind, so feel free to check that out. The link will be in the show notes.

The code is SOULLEGACY for 20% off any of those programs, or you can get one of those programs as a bonus with the mastermind if you are approved. It is application only, we want to make sure everyone's on the similar wavelength. It's a very, very, very sacred group and I'm just obsessed, literally I'm so honoured and just so lit up by the group that is a part of this already, that's already enrolled.

Oath Oracle

# SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

Yeah. So that's a lot of information. Those are some invitations for anyone who wants to take it further with me. And I can't wait to tune in again for the next episode of the Soul Legacy podcast. Thank you so much for tuning in and have an amazing day.