

Oath Oracle

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

Episode 8

Hello my loves and welcome to another episode of the Soul Legacy podcast. It's me, your girl, Ayesha Durrani, also known as Oath Oracle. I am dropping in with a spontaneous evening time transmission. I love when these bursts of inspiration come through and start pouring through my channel. I sit at my desk and get my microphone ready and just let it flow and speak it to you all.

So thank you for being here. Thank you for listening. If you're here, you're probably a bad ass entrepreneur or an aspiring entrepreneur who's feeling that inner soul calling and that soul knowing that there is a legacy that you are here to birth and that business is an amazing vehicle for that legacy, for your essence, for your true soul energy.

And together we are creating new definitions of success. We're creating a new paradigm. We're creating a world where heart and soul lead people have more power and more ability to affect change towards the world that we desire and that we crave and that we deserve. Right? Let me know if that resonates with you.

So when it comes to business and when it comes to growth and scaling and everything I've learned from growing a seven figure business in under three years, I have noticed a certain pattern. Not only in my private client's mastermind program and questions people send me on Instagram and whatnot, but in my own experience as well. And what I want to speak on today is, I want to offer, I want to challenge a belief that we have. And I want to offer a new belief that I believe will serve you more. And that has really served me a lot more as well.

So as we get into it, I want to invite you into an experience. I want you to think about what that next level is for you. Maybe it is six figure months, which is what I'm currently scaling to. Maybe it's your first 10k month. It could be 20 or 50k months.

oath Oracle

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

It could be 5k months where it feels nice and secure for you to go full time and be at \$60,000 a year. Maybe it's creating a first program or product and having the experience of receiving soul clients into that space and getting paid for your gifts for the first time. Whatever that next level desire is, I want you to breathe that in, even close your eyes, drop into your body, and invite that next level desire in.

The one that's a little bit of a stretch. Okay? Not the one that's like, you know, not the one that is so, so, so realistic that it's like, whatever. But I want you to call in that bigger desire that might ignite something within you. And as you feel that desire in your space, in your energetic fields, even bringing it to the front of you, so sitting it in front of you as if it is heart to heart with you, it could be at eye level, it could be at heart and torso level.

And notice what comes up for you in your body as you invite this in, particularly what might feel like a bit of a contraction or a resistance to receiving this. Because if you were 100% ready to receive it and 100% open to receive it, you would already have that in your life.

We can learn so much from the resistance that we have to the very things that we desire so it'll be interesting to know what that is for you. It could be different for all of us, but I want to share my own experience. When I was calibrating to 50k months, which is baseline for me at the moment in my business, when I was calibrating to that I was experiencing severe burnout at the 20 and 30k month mark back in 2021.

I was experiencing severe burnout. I talk about this a lot. I'm going to talk about it some more because I've really realized how that was a very important part of my journey because I am meant to actually help people with that as well. And when I thought of calibrating to 50, 60, 70k months, which are things I've experienced in my business now, right away, the first thing that arose in me was... that makes me feel tired because I'm already doing so much and I'm already working so hard.

So if I want to double what I'm currently making, then that will require double the tiredness that I feel now. I didn't have all those thoughts like in that full sentence form; you know, it wasn't that conscious. It wasn't that clear. It arose in me in one moment, right? Like a millisecond. All of that information, all

Q a t h O r a c l e

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

that data about what I was fearing and what I was assuming in the belief system that I held, it all emerged in like a millisecond.

Now, maybe when you do that exercise, maybe you're just like, hell yeah. Like, I'm ready for this. And then, hell yeah, I'm so happy for you that you have that experience with that next level for yourself. But what I want to speak to today is the belief that it has to be hard. Okay, so the title of this episode, you're already seeing it. I'm making it up as I go along.

But the title of this episode is How Easy It Gets to Be. Okay. And now this is an interesting topic because there has been a trend kind of, for the last little while, of like, it gets to be easy, it gets to be easy, it gets to be easy. But what that also created was a wave of aspiring entrepreneurs who are not actually achieving full time in their business because they were expecting everything to be really easy and they were not putting in the work to build the structures of business.

I have episodes on this, like the Strategy versus Energetics episode and the Desire episode. So definitely listen to those as well. And I believe that there is a time for building and there's a time for magnetizing, there's a time for receiving, there's a time for harvesting and no matter what, when we're creating something, it does require some effort on our part.

We're in a co-creation. We are building something that didn't exist before. If you want a house and you want to build something that didn't exist before, you still have to take responsibility for that, whether you're building it yourself or you're hiring people to build it for you. There's always going to be effort and effort doesn't have to be a bad word.

Effort isn't even effort; it actually doesn't have to be effort. It is aligned action. Action that is aligned with what we desire to experience, that's also aligned with our life force energy and wellbeing. So we're not compromising that. We're not compromising our authenticity, we're not compromising our truth. We're taking effort that's aligned, aligned not only for who we are, who we truly are, and also aligned with our values, but aligned with what we desire to experience.

Q a t h O r a c l e

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

If I desire to experience 10k months or 50k months or 100k months, there's actions that align with that outcome. But when people come into different spaces, programs, etc., and anywhere that people are talking to me, you're getting coached by me, there can be this pattern that I've recognized specifically around content creation. A lot of us want to do our service, like coaching or being a reader, whatever is our service, that we got into because we love it.

A lot of us want to just show up and do that and we kind of get a little bit weird when it comes to social media, when it comes to selling, right? That tends to be where people get a little bit caught up or a little bit stuck or a little bit resistant. So I've noticed people having, in the way that they are formulating the question and the way that they're presenting the issue...

I perceive underneath and in between the words that they're saying, a belief system that making content is really hard and that it takes a lot of time. So what I want to...

That's my cat. If you hear my cat meowing, I'm recording this at night and she gets a little jealous when I'm recording things at night. In the day she never makes a sound. But at night she gets all chatty. So if you hear her, that's Naamari.

So within the lines of, Oh, I don't want to be making content, or how much content do you think I'm going to have to make? How much of this do you think it's going to require? People kind of often want to know how much it's going to take from them before they get this result that their soul is wanting.

And what my counter to that is, or a new helpful belief, is that being consistent in our businesses is as easy as going to the garden and watering it when we're in a building part of our business. And then to continue to use the gardening analogy, if we enter the garden, we might have to weed out the previous stuff, clear out the space, bring the soil up to a healthy place.

There's a lot of underground work that's happening. There's mulching. And by the way, I don't garden, so pardon me for being a poser, but this metaphor is incredibly, incredibly helpful. And I think about it all the time. There's a lot of groundwork that is laid when something is first being built. But

G a t h O r a c l e

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

when it comes to the consistent growing of our audiences, both on the platforms we're on, when it comes to consistently magnetizing and attracting new people into our spaces, why does it have to be so hard?

Why are we making it so hard? So my theory with this is what is actually hard is the stress that we cause ourselves with the belief that making content is really hard and takes a really long time. I think that the way that it drains our energy to have that belief is five times as much energy and time that it actually requires us to just make a content and share it with our audiences.

So I really invite you to look at the beliefs that you might have around what is really hard or time consuming in business. When we think of what truly moves the needle forward in our businesses, it's really not that much. There's really not that many things that go on. So when people have belief systems around, I want to start a business, but it's just going to be so much work, it's just going to be so hard.

Or, I want to grow my audience or I want to scale to this certain number like 10, 20, 50k, notice there is maybe a sneaky belief system that's playing out in the background, playing out from your blind spot that's saying that it's going to be really hard or it's going to require a lot from you.

A really great perspective gaining exercise is writing down every single thing that you do in your business, and even that homework might be like, oh my God, write down every single thing I do in my business? But that's so much. It's like, is it though? Because I can tell you right now, every single thing that happens in my business and this is not even just the things that I do, this is the things that my team members do as well.

So I make content, I make graphics and write or I make video. My team repurposes that to a couple of platforms. I am with my clients. I put stories on Instagram that builds connection. I do my sessions with my clients. If I'm launching a program, I go through launch protocols, creating sales pages, making graphics, writing emails about that and then leading the program.

G a t h O r a c l e

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

There are course portals that are created on the back end. There is my Kajabi portal where my courses are hosted and that has different steps to it, like thumbnails and categories. And then when I teach a class, I upload it to Kajabi, and what else really is there?

I make content, it reaches people all over the world. It makes a positive impact on this collective, whether or not people sign up for my stuff, which feels really good. It is a way that my soul aligned clients connect to me and become attracted to my work when they're meant to be inside of it. And then we party. We go through the beautiful, transformative journeys of my programs and my offerings.

Let's say I want to launch a masterclass or a moon session or something like that. I have the idea. I write a sales page or a checkout page. I make a graphic, maybe I make a graphic for Instagram, we send out emails and then I lead the program, and then when it's done, I upload the recording to the Kajabi portal.

What really more is there? I record podcast episodes, then I upload it to the Google Drive. Then my team uploads it and does a few other steps like Shownotes and sending an email out about it and making a soundbite about that. That's everything that is involved in running my million dollar business.

We are tripping ourselves out. We are tripping ourselves up.

We are psyching ourselves out with these beliefs that it's so hard and it's such a drag when actually it's such an honour to create content that goes and has a life of its own that ripples out and impacts ten people, 500 people, 50,000 people, and can be making a positive change in the collective.

Most of us, if not all of us, at one point held a job where we were working 40 hours a week or more. So let me ask you, if you decided to make content 4 to 5 times a week, which is, that's a lot. You don't have to be making content that much. And I certainly don't, though I did when I was in my very beginning, building phases for sure. But let's say that you decided 'I want to be really active on my socials.

Math Oracle

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

I want to grow. I'm in a growth phase. Growth is the top priority.' Like when I first started, it was like, I'm here to grow. I need to get my work out there. I'm ready for my work to be seen. Let's fucking go. Let's get it. So let's say posting five days a week was just such a great amount to connect with these clients.

Be making sales, be making a difference, work with your dream clients, see your audience growing every day. Why does that five posts a week - posting once per day, five times a week - why should that take more than one hour? Tell me that. Maybe it would take one hour tops for the writing and then let's say a half hour for a graphic, which I think is a lot of time.

Let's just round it up to 2 hours, because maybe you could also be writing a quick email or putting some quotes on Twitter or whatever platforms you feel attracted to. I'm not on Twitter personally. I don't believe in being on tons of platforms. I like having my focus platforms. And then we do a bit of repurposing, like creating an email from a post that I put on Instagram.

So let's round up, let's be super generous with it and say 2 hours a day on content creation. That's so much. What you can create in that 2 hours, you can create a lot. And then let's say you have two clients a day or two calls a day, whether they're coaching clients, readings, healings. Whether it is a program that you're leading or a membership that you have a class that you teach in etc., etc.

Sorry, this particular part isn't going to apply very much to product based businesses, but there's still value for you here. So let's say you spend 2 or 3 hours a day in actual serving of clients and 2 hours a day on content creation, five days a week. That is a 25 hour work week. Let's say you do that four days a week and you work four days on and three days off, which I did all of last year.

That's a 20 hour work week. So why is it such a drag for us to build our own businesses, go after our own dreams and impact the world with our medicine... than it is to drag our asses to a 40 hour per week job that we don't really care about.

Oath Oracle

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

I think it's mainly because we now, in the path of entrepreneurship, are accessing or working from a different form of motivation. No one will punish us if we don't go. With jobs it feels like, oh, there's no choice, right? I just have to go. And that's just it. I just have to go. My boss told me this is what's expected of me. This is in the contract. I have to go. And we don't question it and we just go. We find our rhythm and we go.

But when it's us, when we're working for ourselves and we're building our dreams, when we're choosing our destiny, our legacy, all of a sudden there's a whole lot more room for our bullshit, our self-sabotage. Spending time in mental thought loops around, oh, it's so hard posting. I don't want to post.

Yo, are you spending 40 hours a week doing that and not actually moving the needle forward in your business? Are you spending 9 hours a day on your phone scrolling and consuming and then you're thinking it's such a drag and so hard to create content because it feels like a drag? To create content, you might want to be consuming less of other people's work.

So my counter, circling back to my counter belief: how easy it gets to be, sitting down, connecting to your heart, connecting to your work, and seeing your platforms not as this chore, this annoying chore I wish I didn't have to do.

But seeing it as an opportunity for the most incredible people in the world to find your work. Because I want everyone to have the experience that I have. When I am connecting with my mastermind, the Soul Business Mastermind, when I'm connecting with my private clients, my reading clients, it is like, pinch me.

It is literally like, oh my God, I am the luckiest person on earth because this is who I get to work with. I'm like, thank you, Lord. I want you to experience that. And your platforms or wherever it is that you connect with your clients is the space for that. So I really want us to be aware. How much time does it truly take to create a piece of content that connects with people that's authentic to your heart?

Q a t h O r a c l e

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

That's an expression of yourself in your work and connects with people and brings something positive into the collective? I'm using that 2 hours a day example, guys. My posts are like insanely in-depth carousels, but people do just as well and better with a single quote or a paragraph that was something moving.

My style is very in-depth. That's me right? That's just how I am. And even that I could be creating in an hour. But if we're spending 8 hours, 7 hours of an 8 hour day, just kind of walking on eggshells and what's the word that's coming through? I don't know if this is correct, but the word that's coming through is like pussyfooting or like beating around the bush, like we're doing anything but that.

But we're still at our screens a lot of the time, which drains us and makes us feel like, oh, I'm trying so hard, but nothing's happening. You're trying so hard to what? Because if you are focusing your energy on channeling something or coming from a space of authenticity and then flowing that outward toward your future amazing, pinch me clients. That's a very, very different energy.

So how easy it gets to be is, today is Monday and I take Mondays off. And I just felt the inspiration to share this today. So however long this episode is, is how long that this takes me, right? Not everyone has a team. I have a team. So I upload this audio and then they create a sound bite, they upload it to one platform that reaches all the different platforms. And then there may be an email about it, but that wouldn't really have to take more than an hour if you have a template for your soundbites, right?

Once you create that once, that strategy part, you create templates and then once you have them, they're just easy peasy. Why does it have to be so hard? We're making it much harder by leaking our energy into looping thoughts around, oh, I should be doing this, I should be doing that. I have to do this, I have to do that.

But we're not actually doing it. So something we talk about in one of my favorite courses, Sacred Social Media - and by the way, if you feel like you need help with this, if you feel like there's potential for you to grow and reach more clients and make more money through being on social media, which if you have an online business, there absolutely is.

oath Oracle

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

I mean, I grew a seven figure business and have months as high as 76,000 USD in a month, completely organically, without ever compromising myself and without even posting every day or using any strategy that didn't feel good to me.

If you feel like there's an opportunity for you there, if you know that there's room for you to improve there, if you want to receive clients through you sharing online as if it's your art gallery and your platform of self-expression and how gratifying that that feels.

I really want you to check out Sacred Social Media. And as a listener of the podcast, you can use your special handy dandy code SOULLEGACY for 20% off of Sacred Social Media. But I want to give you guys one key thing from that program for everyone who's listening, whether or not you decide to enroll in the course, and that is it is your responsibility to create the conditions for creativity.

So if you're waiting around thinking, oh, I'm just waiting to be inspired and I'm just not motivated. I'm working on my business, but I'm really just clicking around. I'm not actually doing anything that moves the needle forward. I'm clicking around like 6 to 8 hours a day, but not actually doing anything that moves the needle forward. Just looking at other people's stuff, then no, you're not going to feel creative because you're in a condition.

You're creating conditions to feel drained and be stuck in comparison and be stuck in stuckness and stagnancy. So think about what makes you feel creative, how you feel most creative, where you feel most creative, when you feel most creative and reconnect to creativity not as something that we manufacture or produce in a factory in order to make money.

Creativity is the ultimate pleasure. Creativity is connected with the sacral chakra in our chakra system, which is also connected to sex and pleasure and connection. Creativity is amazing. I didn't have it on my plan to record this podcast episode tonight and Mondays are my day off. I helped my cousin move and had a super cute day out in the snow and I was just like, I want to share this.

Math Oracle

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

I want to share this because I see how so many people with tons of potential amazing healing gifts that are walking the walk in integrity with whatever their medicine is, whether they're a healer or a reader or a coach or service provider or a product designer or an artist. So much talent. And with just a little bit more strategy and just a little bit more focus on efficiency, which.

Hi, I'm a Projector. I'm here to help you with this. That's why I'm here. Just a little bit more. People can be having exponential results and actually be living the life that they want, not just wanting the life that they want.

So my challenge for you, my invitation for you is focused creation time. If you love sitting in a cafe and writing, then do that. But don't open up Facebook, Instagram, da da da, all these things and just look at what other people are doing. That's why I love writing in Google Docs. It's that, you know, it's like the word processor in Google similar to Microsoft Word. I just like Google Docs because it's right there in my Google Drive and I love sitting there and writing in that space and not actually being on the platform.

I create my transmission and then I post it to the platform. So if you feel drained by social media, caught in comparison and then you're feeling all the shoulds looping in your mind of 'I should be doing this, I should be doing that'. And then you feel like I'm always thinking about my business, but it's not growing, and that makes me feel like I'm working on it because I'm getting tired thinking about it.

I really invite you to take a look at what's really true in the situation and get clear what are the actions within your business that not only keep your business running, like seeing your clients that are on your calendar, right? Not only keeping your business running, but moving the needle forward to grow your business. Because if I just saw my clients right now and just continued with what's on my schedule, like upcoming masterclasses and stuff like that, we have the Venus Masterclass coming up.

G a t h O r a c l e

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

If I just did that, there would probably still be some growth because word of mouth is very natural. When I do a reading, I usually get another booking right away because that person tells their friends and someone is like, oh my god, I need to get a reading from her. There's like a natural kind of growth.

Just like if we left our garden alone for six months and we didn't touch the garden, some stuff is going to grow, right? Some stuff might get overgrown and some stuff might die, but some stuff is going to grow as well. That's nature. Life. Life grows right?

But when we bring that focus into it and we just do a few half hour a day. And that's another thing, you know, I've really been working with my cycles in the last year and because I was healing burnout and stuff like that, just radically listening to my body and also a deconditioning Projector, right?

So we have to be decondition from the current work paradigm that exists on planet Earth with a lot of hustle and stuff like that. As I decondition from that energy and I challenge myself more and more and more and more to be really radical with that, there are times when it's totally a me day. There are times, you'll see.

There are times that I'm very face forward on my socials where I'm making videos of my face, etc. And there's other times where I do not because it does not feel authentic to me and I never force it. But I can still go water the garden. I can still share a few testimonials. For example, there was one day that was like a real kind of me day.

It was snowing. I was just very, very, very cozy. I was connecting with my mastermind babes in the Voxer space and coaching them, diving really deep into some juicy, juicy, juicy topics. And then I noticed that I hadn't posted on stories that day, and so I just sat down for literally 10 minutes, sat down on my couch, didn't have any calls that day.

I didn't do my makeup that day. And it was such a cozy, cozy in my cave, in my sanctuary, just feeling the sacredness, me and my cat, just like so chill, so restful, so nourishing, coaching my clients and

Oath Oracle

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

Voxer. And then I sat down on the couch, lit a candle, and for just about 10 minutes, I promoted something that was my promotion priority.

Right? So there's different times where we have something which we should prioritize promoting. At the time I was promoting the Manifesting Magic Summit that I was a part of, which was so beautiful. And there were like three days to go. So I was like, oh, you know, I haven't posted on stories and I'm in an active promotion of something that's happening in three days.

So I am going to sit down and it wasn't forced, but it was a decision. It was a decision to move the needle forward versus letting the garden grow by itself. So I sat on the couch. I had a tea, I lit a candle. I shared the story slides for the summit. I wrote a few words about it, you know, just a couple sentences.

And then I remembered that I had some screenshots of testimonials that people had sent me about readings and about the Mystic Magnetism program, and I hadn't posted them yet. So I opened up my phone, got my special Instagram and static backgrounds, and posted the three testimonials and had a couple links out there. And then that was it. 10 minutes.

Hundreds of people saw those stories. Links were getting like 50 to 70 clicks. People were signing up for the summit. People were being nurtured by understanding and taking a moment to read how powerful my work is through the testimonial that I reshared.

There was no creation energy that went into that. There was no 'I'm channeling a really profound message. I'm transmitting something.' But I went to the garden and I nurtured it. I gave it fertilizer. I gave it water, and that moved the needle forward in my business. And it took me ten motherfucking minutes. So let's just cut the bullshit and get real about how long stuff actually takes us.

And if you find, well, I can't focus. I can't just create something in 10 minutes. I can't just create something in an hour. I can't just create something in 2 hours. I just feel blocked. Then your responsibility is not to then, you know, keep perpetuating the pattern. Your responsibility is to figure out why you feel blocked and create the conditions for creativity. Work through your shit.

G a t h O r a c l e

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

That's how we lead ourselves, which is then what deepens our leadership in our businesses and with our clients. So how easy it gets to be could be 10 minutes per day, five days a week of nurturing your business garden. It could be one hour a day, five days a week of transmitting to your audience.

One day it could be an Instagram post, the next day it could be an email. Or you can do what we do, which is my Instagram posts become my emails. One day it could be recording your podcast, the next day it could be writing an article on LinkedIn. Then on stories you could be sharing some testimonials that someone sent you or do a Q&A box.

There's so many fun ideas and we're making this incredible opportunity. When have businesses been able to reach seven figures, global reach, clients all over the world - Egypt, India, Germany, New Zealand, South South America, Chile? I have clients all over the place. Thailand. Since when is a business able to do that with \$0 invested in marketing and ads? No billboard, no magazine advertising, no hiring models for photoshoots.

We are so privileged to be able to reach our people through our platforms and we're so privileged to be able to express ourselves... our weird, wild, authentic selves and reach the people who are a match for us. Because when we bring it global, for those of us who do work online rather than in person, when we bring it global, out of the 9 billion people out there, there are so many who are ready for you exactly how you are with exactly what you have to offer and your true vibe and your true essence.

So in Sacred Social Media, that's where I teach all of my codes that I used to grow my audience to over 30,000 completely organically with my authenticity. Times of quote unquote inconsistency when I've taken breaks, as I healed from my burnout and continued to grow and continue to scale and have the most amazing clients.

Q a t h O r a c l e

SOUL LEGACY

WITH AYESHA DURRANI

TRANSCRIPT

And, you know, that opened me up to opportunities like being featured in Forbes, speaking in person at my first massive festival, Lightning in a Bottle, as well as other other public speaking opportunities that I've had.

So I feel that that's enough for this transmission that's also a bit of a rant. And the rant comes from me wanting you to be successful. From me wanting you to do things that move the needle forward and really understand what those actions are in your business and not frittering away our precious, precious, precious life force energy, our precious, precious, precious time. Looping around in ineffective circles that don't do anything but drain our energy, which is a low key downward spiral.

Right. So I hope that this has been helpful. I'd love to hear from you if it was. Always love hearing your feedback with the podcast, love seeing you guys share the podcast to your stories. And I hope that this, every now and again, tough love Ayesha comes out because I just really know that we can all have so much success in this life.

And the more of us that win, the more of us that win, the better it gets, the better it gets. And I truly believe that. So when we're having fun with what we're doing and we're seeing social media as that amazing opportunity that it is, knowing that we don't have to conform to how anyone else is doing it and that we all we never have to compromise our authenticity.

And it's actually really fun to express ourselves. That's where we are scaling to amazing, amazing, amazing numbers. That's where we are living and creating our dream lives. That's where we're traveling. And our trips are actually making us money because of the beautiful content that's coming out of them.

Okay, so let's wrap it up. Wrap it up. I hope this has been helpful. Thank you for listening. And yeah, go out there and do your thing.