

Oath Oracle
BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

Episode 16

Welcome to the Business Oracle podcast with me, your host, Ayesha Durrani. I'm an astrologer, business mentor and founder of the seven figure global brand Oath Oracle. In my work, I empower rebel soul entrepreneurs to change the world with their mission in medicine, create overflowing wealth and prosperity by doing their passions in this world and stand tall in their legacies.

This is my passion, and I'm so grateful to share it with you today. So thank you so much for tuning in and listening. And let's get into today's episode.

Hello, my love, and welcome to another episode of the Business Oracle podcast. I have been taking a little break and it's been a very, very nourishing, absolutely wonderful break for the last few weeks.

And I'm back to talk about a highly requested topic, and that is the ... dun dun dun: recession. And yeah, what a fun topic. So I don't know about you. I don't know how much you like to read about these things or if this has been something you've been aware of because of media conversations, articles, you know, memes. We see it becoming quite, you know, expressed in all different corners of the world.

And in one of these spheres, one of these subcultures or this - I would say it's one subculture, but really it's more vast than that. So I don't want to overly generalize, but in a lot of spiritual circles, manifestation law of attraction circles, it's quite popular to basically bypass the whole concept of the recession and pretend that it's not a real thing.

And I'm going to offer a different point of view, but I also want to acknowledge why it is kind of a good idea to be a bit oblivious to the recession, because if awareness of the recession is causing your vibration to feel collapsed or weakened or like there's a dark cloud over you and your business and the way that you show up and, you know, expectations that we have, right.

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Because something that's been quite common in my DMs and in the conversations in my programs is certain insecurities coming up around, well, if there is a recession, less people are going to buy from me or it's going to be harder to make sales.

But the thing is, those thoughts, that altering of our vibration, that compromising of our wealth frequency and our magnetism, those beliefs are not actually because of the recession. It's that the recession can trigger our own pre-existing insecurities that puts the power of our sales and the attraction of our soul aligned clients and the success of our business. It puts that power outside of ourselves to external circumstance.

So I want to offer my point of view, which is I 100% believe that it's very beneficial to not allow the concept of the recession - the concept / the reality of the recession - to compromise my frequency and to compromise the way that I show up online, or if I think people are going to buy from me or not.

But I also believe it's important to recognize that we are in a recession at the moment and it can potentially get worse. And the reason why I think this is important and why to me, it's not a something to bypass or something to pretend doesn't exist, is because astrologers have been predicting a recession right around this time for many years.

With the Pluto return of the United States occurring and still kind of an aspect where the Uranus transiting through Taurus is really one of the big ones, because Uranus is the planet of disruption. Uranus is the planet of change, revolution and change. And revolution and disruption are uncomfortable. And Uranus has been transiting in the sign of Taurus and Taurus rules, money, financial security, as well as the Earth and our bodies, our physical experience of life and material security, survival, food. Having money in our savings or like you know, paying our rent, like this kind of survival root chakra.

You know, that underlying feeling of support and foundation, having that foundation of security in our lives. So when the planet of disruption and revolution transits through a planet that's about these foundational survival things, it has been known for a while in, you know, astrology communities and

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in astrology content, even from as far back as like ten years ago that we would be experiencing recession at this time.

And the recession is a part of a sacred process that is unfolding, which is the revolution of our financial systems. Okay, so Uranus entered Taurus in 2018. So it's now been in Taurus for five years and it's going to stay for yet another three years, from 2018 till 2026. We're over halfway through this very, very sacred and destined process.

And this is absolutely life and world changing. This is game changing information right here. So for me, when I see how it's connected to a very, very, very sacred cycle that just encourages me and empowers me to actually look at what's happening within and the financial volatility, insecurity, ups and downs and see it as a part of the revolution that we're all craving.

That those of us who feel called to be leaders of the new paradigm, those of us who resonate with the concept of a new Earth, those of us who resonate with the concept of a new paradigm in business, a new paradigm with success and money and redistribution of wealth, and no longer hoarding our resources, no longer exploiting Mother Earth, etc.

Those of us who resonate with that path and that timeline, this transit is a vital piece of that. And the recession that we're in is part of that as well, because it's part of the financial volatility. So actually acknowledging that and seeing it as part of a greater sacred process that is unfolding, I find very empowering.

I find it much more empowering than saying la la la la. No one say the word recession around me. No, I refuse that from my reality. Like I get it on a vibrational level. All right. There's people, coaches who feel that just even that word is going to compromise them and just let's not believe it. Let's not talk about it. Let's not give it power.

Whereas for me, it's almost like a force of nature that like pretending it's not happening doesn't do anything. And actually seeing it as part of the greater cycle that it is a part of or a symptom of or, you

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know, just simply part of the process. To me, I find that very empowering. I find that very, very, very empowering.

I also think that it is more ethical to recognize that, you know, depending on who is our clientele, because for some coaches we can say, oh, well, it doesn't affect me at all because my clients are all entrepreneurs, and online business is something that can really thrive during this time. Uranus rules technology and the internet and innovative ways of doing things and Taurus rules money.

So this is why also during the same time as the beginning of the pandemic or ever since the pandemic, and now we're entering into a recession because the pandemic was not a recession time, it was a bull market in all the markets; in the stock markets, real estate, etc. Everything was really hot during that time because of extra money that was being put into circulation.

So people compared this time to the pandemic. That's actually completely different now. I lost my train of thought there, went on a little tangent. So this energy of the recession, what can really thrive at this time because Uranus represents technology and the Internet and innovation is online business. And so for some of us, a lot of our clientele is not impacted by the recession, because that's the thing is, many of us have unplugged from the Matrix.

We continue to thrive and experience success even when the mainstream of the collective is experiencing a recession. But I think it's very important to be inclusive of those who are impacted by the recession because there are, you know, clients of mine who may have their partner, their husband, their romantic partner, people in their family, people that they're close to being laid off at this time because there are major layoffs that are happening and there is instability that is happening.

And you know what that means to me? It doesn't mean to me, oh, my God, we're in trouble and everything's going to fall apart. It's going to go downhill. That's not what it means to me. What it means to me is that those of us who feel called to the path of new paradigm business, we are being called to fucking double down.

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And I don't mean double down in the hours that we work because new paradigm business is about detaching the money that we earn and receive and create from the labour that we're doing. We're no longer exploiting life force energy, but through owning our power even more, through falling even deeper in love with the work that we do.

That's, you know, that was a big part of me taking my break recently and showing up way less online and really just focusing on my existing containers, on my clients and my own self and my own learning by falling deeper in love and allowing myself that space. I have burst back into things in the most beautiful way and just had an absolutely record breaking month in my business, in March, of \$119k U.S. cash received in the month of March and it was actually a \$133k U.S. sales week, the week of March 21st.

So this is what I want us to understand when I say double down, I don't mean we're working twice as long and we're working twice as hard. I mean, exactly what Uranus Energy stands for. The planet of revolution, the planet of innovation, which is working smarter, not harder, bringing creativity, innovating, leveraging what is unique about each and every one of us, bringing fresh ideas, revolutionizing our spaces, bringing fresh innovation and inventive energy, and our own cosmic genius into our unique industries, our pockets of our niches and what it is about each and every one of us does.

It's not going to be about conforming and finding something safe. It's actually going to be about riding these waves into a way better position than we could have got through it through a predictable, safe path. Because we're not really being offered a predictable, safe path; it's not really on the table right now, as we see with major companies like Apple, Google, like massive companies that you think nothing can fuck with, laying off thousands and thousands of people.

But when the new paradigm, New Earth entrepreneurs become more successful, guess what happens? I just added another 20 hours per month to my virtual assistant's monthly package. Like we're creating jobs, bringing money into the economy. We are actually contributing to this change in a very positive way. So this is not the time to feel dampened by the idea or the thought of a recession because something else happens during recessions and times of instability and volatility as well, which also

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happened at the beginning of the pandemic and throughout the pandemic, which is that people, all people, all people, not just those on their personal development path, not just those that, you know, have been in the coaching industry while.

But all people started to really think about who the fuck they are and what the fuck they really want and what the fuck they came here to do. People started craving and longing for their purpose work, and many people who had chosen the path of safe and predictable and guarantee were getting laid off from that very job that they might have gotten \$90k of student loan debt to even be qualified for.

And they're supposed to be something safe where they don't have to be, you know, responsible for the business itself. They just come and do their job and they were losing their jobs. So this is something that, you know, on one hand I hold a lot of compassion and sensitivity for people in that situation because that is real. And bypassing the reality is kind of, I don't know, I just it doesn't feel right to me.

It doesn't resonate with me to bypass the reality of the recession. But at the same time, I don't allow that to impact my vibration. I don't allow that to impact what I think people in my audience can afford or not, because that's none of my business. I just sold, you know, over \$100k in that month of March, plus all the sales in the payment plans of my most expensive group offer I've ever offered, which is the Sacred Business Evolution yearlong container.

So that container includes all of the courses that I'm going to run on business and energetics and strategies in the next year. It includes all my future moon sessions during the year. It includes business masterclasses, plus monthly coaching calls, private podcast episodes - like it's really, really rich and overflowing. It's my highest ticket group offer I've ever offered aside from masterminds.

Yet it's actually, the value of it is like triple what the price of it actually is. So I simultaneously was responding to people's desires to go all in on their businesses as well as offering them this insane value at a fraction of the price, which makes it more accessible for more people. And at the same time, in my business, I was creating my highest ticket group offer outside of masterminds.

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So it's really about artfully creating, innovating, finding gaps within your product suite, thinking about the various different realities people are having out there in our audience and creating in response to that to a certain degree. But it definitely did start as a cosmic download, a cosmic insight, and I just went for it because of the astrological timing of the launch and my team just executed so beautifully.

And here we go. I'm now in my most favourite container I've ever run, in a year with all these amazing people. I'll put the link in the show notes for that if you're interested to check that out. It is my, I cannot recommend it enough and I love it. It's the mac daddy of all of my offerings that contains every pillar.

Everything I've learned on the way to seven figures in my business. Everything, everything plus everything I'm going to learn in the next year. I'm pouring it all into this space with no limits, with no holding back of the codes that I learn at a fraction of what these things would cost separately. So I got to create a win-win. It's a win for myself and it's a win for everyone inside because the value is just absolutely insane.

Something else that we can really think about is diversifying our product suite so that we're not relying on only one thing in our business. So we can understand that there are people who may have lost their job or their partner may have lost their job, which affected their total household income, or they're feeling instability for other reasons or they're part time in their business, blah, blah, blah, and we can create lower ticket offerings for them.

This doesn't mean lowering our prices necessarily. It means being creative and creating lower ticket offers as well as higher ticket offers, because simultaneously, as there is someone struggling in the collective but who does want to take their business to the next level and they do feel called to invest, even if it's just 50 bucks, 70 bucks, 100 bucks, and we can create for them and there can be many people, we can get a lot of volume with offers like that.

But at the same time, there are people who are unplugged from that matrix, people who are in a different paradigm. They're in a different reality, whether they had preexisting wealth or whether

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they're entrepreneurs like me that had kind of the rags to riches story of going from \$30,000 Canadian dollars a year, to \$100k months and over one month in March, US dollars.

So the thing is more the more of us that are unlocking this template, the more available it becomes for more people. Something that I think can be really powerful for us in our businesses right now is thinking, looking at your current product suite and noticing what's a low ticket, what's a mid ticket and what's a high ticket, and then maybe making another.

Let's say you do have all those categories. If you don't have all those categories, if you only have things that are kind of mid or high, fill in the gap, right? Or if you only have like low ticket like single master classes and then it jumps to a full on multiple four or five figure coaching package, fill in the gaps, create something that's like, you know, a three day workshop or a four module mini program or something that can fit in the middle and start filling up the gaps in that way and think about the different types of people that we can serve.

Because I'm not a fan of like 'there's one ideal client for me'. For me, I want my work to touch different people in different classes, in different nations and different income brackets and different age groups. And I love that about my work. And I really see that in my spaces and it's really fulfilling. So I highly recommend that.

And obviously if it ain't broke, don't fix it. If you resonate with having like, yeah, I just only serve people who are six figure or multiple six figure and I only do premium, cool. That's cool. Or maybe you only do low ticket and you have a high volume, cool. I mean, if I was your business coach, I would still invite you to create something more premium for the people who loved those low ticket offers and want more proximity with you. And they would really value that.

But anyway, and if you do have low, mid and high, what about a super low and an ultra premium? So you're kind of adding one at the bottom and one at the top. So instead of seeing it as, oh, there's a recession, I need to lower my prices. People don't want to buy.

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It's like, no, people always want to buy, okay? People always want to buy. Your people, your people that are meant to resonate with your work, your people that - yeah, the world is all crazy right now, but that's actually inspiring many people to go all in on their destiny and go all in on their purpose. And that is such a beautiful thing.

So our creations are more resonant than ever with the people who are meant to receive them at this time. The old world is falling apart and the New Earth is being birthed. So this is not the time to get quiet with what we're doing or to dim our light in any way or to have negative expectations of, Oh, there's a recession, so I'm not going to have sales.

Like that's just pointless. And it's not even true, right? It's just like I said, I just had my highest month by far. You know, my previous highest month was \$79k, and then I jumped to \$119k last month. So it's yeah, it's absolutely wild. I'm on track for seven figures this year, which has been something that I've been obviously desiring and working towards for, for a bit.

So I'm really happy about that. So let that be some evidence for you about recession does not equal lower sales. Recession does not equal people don't want to spend. It's just a bit different. It just shakes things up. Some people will be feeling more financial insecurity and we can create stuff for them. We can do a free event here and there that builds our brand and invites those who are in a place to invest into something.

We can create a lower tier of low ticket where if you usually hover around the \$100 mark, why don't you try something at 30 bucks? I had a lot of fun with a \$23 moon session that I offered. It was around Christmas time in 2022. The new moon in Capricorn was December 23rd and it was like a Saturday or something.

I was like, No, I'm not doing a live session, you know, two days before Christmas, the day before Christmas Eve on the weekend, like no I'm not doing that. And then I was like, okay, so on the 23rd of December, we're moving into 2023 and the new Moon and Capricorn is such a great time for New Year's goals because Capricorn is the goal getter, right.

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So I was like, you know what? I'm going to pre-record it, which takes less of my energy. It was also shorter than a live session would be. I'm going to pre-record it and I'm going to do it for 23 bucks. And I never, ever touched that price point before. Literally with anything. And it felt so good to offer that.

And that was the most amount of people I've ever had in a moon session, that was over 130 people inside of that. That felt so good. And, you know, some of those people can end up entering in like, you know, it's powerful for us to recognize that if someone spends \$1 in your business, they are clients, they're in that stream of your clients.

Doesn't guarantee they're going to move on into other things. But for many of them, they're there. They're in your client's database now, like they're part of your database. They are our clients. So inviting people to be a client and experience your medicine is really valuable. So if you feel that, you know, rather than thinking I'm going to lower my prices, what about creating something that is meant to be that lower price, that is more accessible for more people?

And some of those people might come back six months later, a year later, and end up paying in full to do coaching with you or something like that or whatever your premium offers are. And if not, that's also great. That's totally cool. It's wonderful.

And then in terms of creating like a higher ticket option as well, because understanding that there is demographics of people who are wealthy, whether they had family money, whether they're self-made with wealth, whatever the case, there are a lot of wealthy people going on, especially female entrepreneurs, like we are just popping off right now.

We're the fastest growing demographic. Our businesses are doing amazing. I've met so many more millionaires and seven figure entrepreneurs than I even thought was possible. I just see it popping off all the time. So it is kind of also great to keep that in mind and create something in response to that. If you feel inspired to create something that is a luxury offering for that type of demographic as well.

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So that way your own business is more diversified and it's like you're helping people from bottom up with lower ticket or free things, right? So anyone can access it and it's going to serve. And by bottom I mean the bottom of the pyramid of where like the number of people in that section of the pyramid. So like there's when I say at the bottom, it's not because those people are lower or less than us whatsoever, but it's because of class inequality.

The way that wealth is distributed in the world is not functional and it's not healthy, and it's not fair either. But there are more people in that category, right? So that's what I mean by bottom up. And like, you know, you're helping these individuals down on the ground floor who are in a lower income bracket, basically. But then there's also top down.

And so top down is when I am helping a leader. Okay. If I'm, let's say that someone enters a master class and they haven't had disposable income very much to invest in themselves, but they're trying and they spent that money because they know it's time for a change. They're investing. That's courage. That's commitment. They're working with what they have. Right.

That was me once upon a time, I used to freak out about investing in a \$300 workshop. Like my first online workshop was like \$297, like the first one I bought. And this was just back in 2018 or something, and I was freaking out about that.

And so I can offer that person this class and they can have a positive experience, and then they're going to have to be responsible for integrating that and they're going to have to be responsible for making that change in their life. And they can. That's exactly what I did, right? I worked with what I had to begin with, and that would be like bottom up.

But when I do, for example, one of my solo readings for a leader, which is very common in my soul wealth reading space; six, seven, eight figure entrepreneurs, chief officers of major companies that everyone has heard of. Like I've had the pleasure to work with some people that I'm like, you are changing the world. And it's such an honour for me because when I help that person align that much

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more with their destiny, like what they came here to do, that person goes on and impacts hundreds of thousands to millions of people.

So it's really cool if we have offerings that actually serve both sides, both ends of that pyramid and everyone in the middle as well. So that's something just to think about is like how diverse is your offer suite and where might you find a gap? Like is there a gap in terms of pricing where it's like, does it go from you have a \$20 thing and then the next thing is like \$2,000 because you might want to think about something in the \$300 range, \$500 and \$700 range, and then is your most expensive thing like \$2,000, maybe thinking about what would a luxury or premium package be that would be for the ultra high net worth people or the people who, are already making six and seven and eight figures and they want to work with you because of your energy.

This is all part of business in the Aquarian Age and something that I really want people to understand because it's a common limiting belief that I see around, is that you need to be making more money than other people in order for them to hire you.

This is so not true. Guys. Like many of my clients in my private client spaces and even some in my masterminds make more money than me. And I've also hired people who make a fraction of what I make because I'm not hiring them for money, coaching or business coaching. I'm hiring them for energy work. I'm hiring them for readings or hiring them for feminine embodiment work.

And I can just tell that they're about what they do. They're saturated in the codes of what they came here to do, and that's what we want. So whereas before, in the old paradigm that's falling apart right now, there is more pedestalization and I'm like, Oh, well the reason I'm speaking on this is because I think there might be some of you out there who might think, well, I can't have a premium offer because I'm not making that much money in my business.

But the thing is, things that are priced at a premium price are going to resonate with a person who has a higher net worth. But that doesn't mean you need to have that same net worth. It just means that you're creating a very luxurious experience based on what you are really embodied in. And I've seen it many times.

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I know millionaires who have hired coaches who are not even at six figures just because of their energy, because of their uniqueness that they bring to the table. And that's very Aquarius. So it's not, oh, they make more money than me. So I'm going to hire them. It's oh, they're embodied in something that I am personally working on.

So for me a great example is like feminine embodiment stuff. I've worked with multiple coaches who don't even make six or multiple six figures just because I see how they're embodied in their feminine energy and I want to learn from them. But from their offerings, I'm always going to be most attracted to the highest priced one because it resonates with me. That price point resonates with me.

I use this example in a conversation in my Mastermind where we were talking about the sweet spot with pricing and because I had also shared with my mastermind about my \$23 moon session and how fun it is just to like get a whole bunch of people in something and just how it just feels like a win.

And it's just fun. And it just felt so good for me to offer that. But we don't want to cram too much in that type of offering because the price needs to resonate with the people as well. So something I think about is like, if I was at a party and I saw someone, like this beautiful, beautiful person with this gorgeous purse and I was in the market to actually buy a purse, I've been meaning to invest in a purse.

And then I complimented them on it. I was like, Wow, I love that purse. Where did you get it? So I've been looking for something just like that. And then they said, oh, I got it so-and-so. And it was 20 bucks. I wouldn't want that purse anymore. I would be like, oh, I would just be instantly like, No, it's not for me.

Nothing would make me want a \$20 purse. Like, it would just be like, it's just not for me. So we often have a limiting belief, especially when we're starting out that cheaper is better. So especially with all this recession talk about cheaper is better. It's like, is it though? Do you want a \$20 purse? Maybe you do. For me, that's a no. That just does not resonate with me, like I'm not turned on by that price. So that's also something to consider.

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And another thing that's really powerful during this time that's also very aligned with Uranus in Taurus, where it's like Uranus is Internet technology, right? So leaning on technology and then Taurus is creating our financial stability. But with Uranus and Taurus, we're creating our financial stability, we're growing our net worth in unconventional ways that leverage technology, that bring in social justice, because Uranus and Aquarius also rule social justice.

So that's we're offering things like, you know, maybe playing around with partial or full scholarships or doing a free event that for those who are ready to invest, it invites people to be your client in your existing containers. But it's still offering and gifting something to the collective because not everyone can access it.

And just not doing any of that out of obligation, by the way. Obligation and guilt is not going to change the world, okay? It's only if it sounds fun to you, but really, you know, my free masterclasses have always created a lot of money for me as well. Right? Once again, it's a win-win. It's a nonhierarchical win-win situation.

Another thing that's a part of this is creating digital courses. Because this is where we're separating the labour from the money that we're making and it's where we're able to, you know, I can lead a 90 minute call. My soul wealth reading at the moment is over \$1500 USD. If you're listening to this in the future, it will be higher in the future. So just a caveat there for a 90 minute reading with me.

And for a lot of people, that is a lot of money, though everyone that has ever gone into reading basically always says to me, wow, that was worth every penny. Like, that's something I hear very, very, very often, which is wonderful. But, you know, if you think about it, okay, so I can do that 90 minute reading, but when I do a 90 minute moon session, there can be over 100 people in that one session, which makes it over \$10,000 per 90 minutes. So that's a reason why my prices don't go down for my readings. You know what I mean?

Like, I can create a course and that can be a six figure launch of that course or a \$50,000 launch of that course. And I'm showing up for one day a week for 90 minutes to teach a module for eight weeks. So

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an unlimited amount of people can join that. Right. We want to think about scalability in our businesses.

If you're afraid of the recession, you only have 1 to 1 offerings, there's only one price point in your business. It's just not a, there's not as much flexibility in that. It's not diversified. So it's just like our stock portfolios. I am a bit of a finance nerd. I'm definitely not an expert, this is not financial advice, nor is anything I ever say ever on this podcast.

But I have been investing since 2017, so it's been about six years and I like learning about, I like charts. I like astrology charts, I like stock market charts, I like numbers. I've just always been like that. Math was always my best subject as a child, I say as a child because I dropped out of school at 15.

So yeah. Anyhow, I like charts and I like learning about the financial markets because I'm interested in building my net worth and creating financial freedom. I want work to be completely optional for me just in the next few years and I'll still work, you know, until I'm old and gray. But I just want it to be completely optional for me and I want to give more and I want to, I've been about that. I've been heading in that direction years before I started my business.

Even right now, when we're in a recession, my portfolio is actually up 40% even right now. When we're in a recession and we're in a bear market, bear ish market in the stock market at the moment. So why is that? Why is that? Because I have a very diversified portfolio. If my portfolio is all tech stocks then it would be in the red for sure, but it's very diversified. I have different things going on in my portfolio. So looking at the different sectors that exist, you can just Google this. You just look at what are sectors in the stock market and just see if you have a lot of one and hardly any of other ones and then just balance it out a little bit more because times when tech is going down, other things are going up, right?

Like consumer staples or whatever. And then of course, there's ethical ways of investing. Like I don't invest in banks that invest in the tar sands and pipelines here in Canada. And I don't invest in tobacco or, you know, anything like that. So you can always find ways of engaging with this in a way that is ethical.

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So the reason that I mention that is because we want to have that same concept in our business. We don't want to just have one offering only. It's really great to offer, and like I said, if it's not broken don't fix it, right? This is just my opinion. This is just my perception. Even if you have, let's say your main offering is a membership and it's like 50 bucks a month and you have a thousand people in it and you have \$50k months from that.

I still think offering a higher level mastermind for the people that have been with you for a while and they've grown and they're ready for more would be a great addition to the business if you want it to, right? Like, I just think it's a good idea or even, you know, a \$10 meditation you sell on a digital online shop and things that are separate from your labour.

At this time I have such a robust digital product suite. So many masterclasses, so many amazing programs with the most bomb testimonials ever, that I get sales on these things even when I'm not promoting them. And I do have the odd flash sale or the odd promotional offer that is including these evergreen products where like, you know, on my birthday, was it this year?

Yeah, actually I did do it this year. I did it two years in a row. On my birthday I had a very quick flash sale of about 33 to 34 - because I turned 33 last year and 34 this year - that percentage off of certain offers. And I'm literally at the beach because I love traveling. I love traveling during my birthdays. It's February, which is the best time to not be in Canada and a great time to be in Costa Rica or Mexico. It's dry season in Central America and it's cold as F here in Canada. So perfect.

I get to literally experience that experience. I'm on the beach, I look at my phone, I just made \$10,000 today and I'm not doing any labor for this. I created the value and the value lives on. The value is changing people's lives. People are constantly seeing my stories, people doing a course that I am no longer running live that was on my evergreen course and they're having breakthroughs and they're leveling up their businesses and they're leading themselves self-study style through the teachings. And it's making this ripple impact, ripple effect throughout the collective of my clients and my audience.

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And I'm receiving money for the value I already created. So it's detaching the labour directly from the money that we're receiving. So digital products is what really, really changed my business. And so I was at my multiple six figure year my second year in business, and that was the year that I introduced more scalable offers. That was the year that I launched my first program.

And now, yeah, it's, I mean we're already at \$300,000 USD - and we're in April right now - for the year of 2023. So the biggest part of that pie chart of my revenue is digital offers. So what I mean by that is courses I ran live and masterclasses and sessions, but aside from the moon sessions, a lot of it also is the fact that I will run a program live and when I'm really happy with the result, I will keep the program available as an evergreen.

And what that means is you can buy it right now and you'll get access to the recordings and you lead yourself through the process. So adding these to my business has completely changed my entire life. My entire life, because I'm actually impacting more people while having less time on Zoom and less time in active teaching and also receiving more money.

Right? So this is the beauty of online courses in creating digital products. There is no limit. It's literally limitless. There's no limit to how many people can be in the course. There's no limit to how much money you can make from that. Right. And especially when you know and understand strategies for creating them, leading them and selling them.

So that's something else that I offer is, yes, I have a course on making courses. Yes, I know. Create a course on making courses. I just know too many people who are from all different industries and people who are artists, photographers, tons of coaches and healers and service providers as well, but also DJs, dancers, people who teach handstands, herbalists, people teaching music production.

Like I know so many people who have an skill and pretty much anything that you do can be taught in a course and there's people out there who want to learn the way that you knit or the way that you scrapbook or the way that you make tinctures or whatever, or skin care, anything like that. So I decided it was time to actually make a course to teach the nitty gritty.

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And this is one of the most nitty gritty programs I've ever offered because it's the how. People get stuck and overwhelmed thinking about the technology, how to set up the course, how to make the sales page. It's a very How course, it's like, here's how you do it.

We had the first call already so it's running right at the moment that I'm recording this but you can jump in at any time. You can jump in right now and catch up on the first module. Or if you're listening to this in the future, you can buy this as an evergreen product. And the first module was all about channeling the blueprint of the course. I showed people in real time how fast and simple it is to create the outline of the course and just get rolling with the momentum and get the thing out there.

Because like me, I had said for a long time, oh yeah, I'm going to make my course. I'm going to do the course. Yeah, I should do a course. I know what to do, of course, but I had to actually break the seal and begin in order to see and find my unique flow with how I do that. And to have the proven strategies that are going to support me in the launching, in the selling, and actually facilitating a really wonderful experience for my clients.

That's actually included in the Sacred Business Evolution, one year long experience with me, one year mentorship with me in a group so powerful, and it's also available by itself. And the links of anything I mention are always in the show notes.

So long story short, to just kind of summarize, this is an amazing time that the resources of this earth and the way that we perceive and relate and engage with money as well as Mother Earth. Like the ultimate, the source of resource, right, is Mother Earth. The abundance manifestation Queen of the 3D realm, because that is also a very Taurus energy as well. The way that we respect these things, the way that currency flows, and even things like cryptocurrency as part of the Uranus in Taurus transit as well, all of that becoming more popular and mainstream and having it's bull markets, it's bear markets, and there'll be another bull market again.

I know all of these shake ups and all of these twists and turns in the volatility. It's not something we need to hide from. It's not something we need to recoil at. It's not something we need to erase and

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bypass from our experience. It's actually a manifestation of the new paradigm of wealth and the new paradigm of success.

And if you're listening to this, you are probably someone who has been called to be in leadership in this new paradigm in some way. Whether you're a creative, you're an artist, you're an entrepreneur, you have CEO energy, maybe you're a mystic, a healer, whatever it is that you do. Uranus and Aquarius in the Age of Aquarius, these are energies of not conforming to what others are doing and not conforming to the lies that we have been fed about what it takes to be successful and wealthy, and who that is available to. It's more and more available to more of us every single day.

And then on a practical front, on a strategic front, think about diversifying your products. Think about creating some digital products if you don't already have them, because just one on one alone is not a truly sustainable business model. Ultimately, because what happens when you get sick for a few weeks, you know, I'm sure if you've saved and you have a business account or you saved an emergency fund so you can give yourself sick days, that's great.

I recommend that too. But ultimately, we know it's a fact that most millionaires have like seven or eight income streams, right? So each of these products gets to be another stream. And even if it starts as a trickle, once that stream is there, it can widen very easily. It's actually creating the stream to begin with is usually where people don't bother, like they don't break through.

But once the stream is there, widening that stream and increasing the flow of currency in that stream is quite simple, especially when you have strategies that work and your energetics are on point and you can learn anything you don't know how to do or that you feel like you're weak and you can learn that, right? That's the beauty of the information age.

So thank you so much for listening. Thank you for tuning in and thank you for being a listener of the Business Oracle Podcast. I value you so much and your time and I hope that this episode has been inspiring and activating.

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And for me, I'm so excited by these changes. I'm so excited by the volatility because remember guys, in times of instability, so much can change and where we can end up from that change can be far above and beyond our wildest dreams.

Because that instability opens up a kind of chaotic energy. But in chaotic times it means things that felt stuck or like they could never change, like, I can never break out of poverty. I can never quit smoking. Times of instability and chaos actually help us shake free from those limiting things as well. So we can use this, we can ride this. We're not entitled to guarantees and predictability in life.

So learning how to work with this is just a win-win for us, for our futures, and for any future challenges that we face as well. This is resilience leveling up. And you know, ultimately what's going to feed it all is just falling deeper in love with what it is that you do, because that authenticity of you loving what you do is going to be palpable to anyone who comes into contact with your work.

And that's very part of the Age of Aquarius as well. So if you're feeling like you're not feeling that right now with your work, take the time to do what you got to do. Dive deep, do your inner work, make time, make space, and get back in touch with why you do what you do. So I'll end it there.

Thank you so much for listening and I wish you an awesome rest of your day.