

Oath Oracle
BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

Episode 18

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.

Hi, beauties, and welcome to another episode of the Business Oracle podcast. And today's topic is on the juicy, ever juicy topic of money, but also the topic of destiny and magic, which I know we all love here.

So I want to share a little bit from my personal journey of what I've been just moving through, processing, pondering, reflecting upon in my own life as well as of course, this ripples into my mastermind spaces, my private client spaces and my coaching calls with my own coaches as well.

And what I'm currently entering into is a new era that I have been slowly moving towards and opening up to as I condition, as I continue to do deeper layers of healing around things like scarcity and limiting beliefs around what success means, around needs for validation and how things look on the outside.

And just like all of the things that come with online business, you know, these really important pieces that are so powerful for our own personal development as well as we reflect on what is truly important to us, and what does success really mean? And this is a very important reflection for us all right now, as the world is changing, new paradigms are being birthed, and it's important to reflect on how old paradigm beliefs and ways of being are still playing out in our own lives.

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Because it's not like we're just like, okay, a new paradigm and all of a sudden entire lifetime of conditioning and even multiple lifetimes of being in a certain paradigm when it comes to struggle and scarcity and working for money. It's not like it's just a light switch and we just switched to a new paradigm, right? It's a continual process and we're all on this journey together.

So for myself, after moving into my first property and settling here and taking the time to really allow myself to integrate and process everything that's happened in the last three years since I started my business, it was like quantum leap after quantum leap after quantum leap. Things moved so fast, so fast. And that had an impact on my nervous system that I didn't give myself the space and time to truly integrate and truly land in and really grounded because it was just so action packed.

And part of that was my own trauma response, right? Part of that was my own compulsions, my own flight or fight that was playing out in the realm of my business where there was a lot of gratification and monetary reward and validation rewards for me being in flight or fight, which is so important for us to recognize and talk about.

And now ever since I moved, which it's been about six, seven months that I've lived in a new city and my first property and celebrating things like my first \$120,000 month a couple of months ago. And reflecting on how far I've come, reflecting on the milestones that I've achieved, and also noticing that although I have achieved these incredible milestones, I still did, I didn't fully celebrate that, I didn't fully receive that.

I still felt this energy of like, Oh yeah, I'm just trying to make it out here, you know, And really I'm far from that point. But old programs and old ways of being in our nervous systems and old ways of being in our energy fields and our emotional bodies continue to play out. And we tend to think that, oh, once I'm making more money, all this is going to change.

But I'm sure you guys know this by now that that's not really the case, right? We can continue to perpetuate being in scarcity, being in time scarcity, being an energy scarcity when it's completely fucking optional. And that's what I have realized recently, is that I was making things hard in my business in a way that was completely fucking optional, completely optional.

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So it's funny, I just realized I've been meaning to make a podcast episode on my recent detour back to burn out. So that is going to be coming soon. And now we're skipping ahead to my realization that happened ever since I've moved out of that burnout space.

So I am entering into a five month long experiment in my life and in my business where I am going to be intentionally and in a very grounded and focused way, challenging my own compulsions to be like, okay, what's the next launch? Okay, what's the next thing we're going to do? What's the next thing that's happening? What's the next project?

I am going to be challenging myself to sit in the void of the unknown as much as possible and notice my compulsion to fill the space by opening up extra spots for bookings. When I said books were closed because they sold out or doing a program because someone is asking for it, or just anything that is the compulsion to fill this space.

And during this five month experiment, I'm giving myself this timeline of five months because I've got, I've received the call from Spirit that this next five months, which as I'm recording this, it's May, June, July, August and September, right up until October and perhaps even October, if I decide to stay in Egypt in October, because I'll be going there in September, which is I'm so excited for that. So excited.

So this period of time, that's at least five months, is going to be a period of time where I challenge myself to radically walk the walk of what I talk about, which is business that does not exploit lifeforce energy. And this is also me deepening into my embodiment of being a projector in human design and honouring my need for rest and noticing when I'm running on fumes, when I'm running on adrenaline, which I still, even though I've come so far, even though I regularly work 20 hour weeks and, you know, work Tuesday to Fridays like four days a week, you know, I'm still pushing a little too hard.

And how do I know this? My body. And we have to get out of looking at things in the old paradigm way, which is, well, if I used to work 40 hours a week, then I should be able to work 20 hours a week and, you know, doing what I love and feel better. But we need to start understanding that the whole measuring time thing.

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The measuring, Oh, I worked 8 hours, so I'm done or I worked 40 hours. So that's good. Or that's bad. Like the whole like number of hours thing really doesn't matter. We are now if you're listening to this, you are in the realm of soul aligned business. And what that means is it's about the impact. It's about the value that we create, not how many hours that we work. And it's also about us being in our soul purpose energy.

Something that I'm opening myself up to is and also some of these reflections came from in March. I had an \$122,000 month, which is my highest month at the moment that I'm recording this, the highest month on record in my business. And cash received, not sales; sales was well over \$150 to 160k.

So that month, which was something that I was calibrating to, you know, for a while, with my mentors. I was working with mentors who were making six figure months. And as a business coach, I learned so much from every mentor that I work with that not only helps me have results that I want, it also improves me as a business coach as well.

So I was really working towards a six figure a month and I had that six figure month and it was really powerful to receive that, to create it, to attract it, and then to reflect on it afterwards. And notice that I had the... maybe I'll just kind of dive into some of the burnout story now.

In April, which is one month after March, I ended up throwing myself back into burnout, and it was the classic it's like, I know better. My conscious, logical mind knows better than this, but it's the classic, Oh, well, I had this big one, so now I have to keep it up. And I didn't think I was doing that. But when I looked back in retrospect, I ended up working multiple weekends. I ended up taking calls on Mondays, which was a new boundary.

So I ended up crossing my own boundaries that I had set. And it was, oh, it was this unconscious desire to keep up that momentum. And I had a launch in April for my program Course Creatrix, which is my program where I teach you how to not only channel your course, but lead your course, facilitate it beautifully, launch it and fill it up and set it to evergreen.

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So everything I've learned about creating courses that have got created \$450,000 just in 2022 from courses and masterclasses alone. So I have a course on that and the launch for that happened in April. And what I truly believe, I believe this with all of my heart. All of my heart. I believe that there would have been either the exact same amount of people or even more people if I had not burned myself out in April.

Straight up. Straight up. I believe this with every fiber of my body that me burning out did not create any extra result. And I believe it actually compromised and sabotaged the full potential of enrollments that Course Creatrix could have had. And I know that it was perfect. It's always perfect, right? It was so meant to be because I got to really viscerally learn that lesson.

And it's like it just had to happen in that sequence. You know, having a six figure month, then having this unconscious compulsive programming playing out without me even realizing it, that I was like, Oh, I need to keep up this momentum. So like this, there's the stack stack stack stack thinking that it will be, you know, it's a temporary sacrifice for an end result, but that temporary sacrifice for an end result.

Well, guys, our business is an ongoing thing, right? So when we start thinking like that and we start acting upon that fear, basically a fear based idea, then which would be, oh, that I'm not going to keep up the momentum anymore. Like, that would be the fear. If we start acting on that, we are then investing in that paradigm.

We are energizing that paradigm. We are becoming an example and a role model of that paradigm, which is exactly the opposite of what I'm here to do as a projector. I'm here to demonstrate a new way of success. And so what that means is I need to actually walk that walk to deeper and deeper and deeper levels. That's my own self leadership.

That's my commitment to my evolution, and that is my oath. For those of you who know that I go by Oath Oracle. That is part of the oath, right? Is I continue to be committed to my evolution, my highest self-expression, and recognizing that my highest self-expression doesn't mean every month has to be \$100,000 a month. My highest self-expression is I'm living in integrity.

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My highest self-expression is I feel fulfilled. My highest self-expression is I'm rich not only in money, but in energy and time. And I'm living the life of my dreams in alignment with my values. Right? So this is the real definition of success. And I let that fall to the wayside because I felt this weird pressure inside me to, Oh, well, I had this \$120k months, like, how can I recreate that in April?

And April was an amazing month. It was just shy of \$70,000. U.S. cash received, it was over \$100k in sales. And you know, that's awesome. That was fucking great. I celebrate that so big. And once I realized that by the end of April that I was really happy with that revenue, I was like, man, like, why did I throw myself out of alignment?

Why did I do that? And a metaphor that comes to mind for this is that I was smooth sailing in March. My \$120k month, and I had the idea for the full structure and framework of my yearlong container, the Sacred Business Evolution container, which includes all of my business programs that I'm running in this next year.

All of my moon sessions that come up, all of the business and future masterclasses, as well as a monthly mastermind call and other things that were beginning to start to feed in. And it's like the best way to mentor with me at such an accessible price. And it's just so amazing and I love it so much.

And that's how my 122k month was created from this beautiful inspiration that came through while I was relaxing and chilling and in a really connected space. And it was the most chill flowing like leaned back, feminine, energetic launch I've ever done. And it was just so, so successful that it felt so amazing. And so the image that comes to mind for it is I was like in a sailboat and everything was just right.

The wind was just right, the sails were just right. And I'm just leaning back that the sailboat is happening. And then what happened in April, I get the image of I'm trying to force things to go faster than it's organically happening and then the fucking boat topples over. And I was like, took I was like, toppled over and I was, guys, I was deeply burned out.

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I didn't have any social interest. Like maybe I had a couple friends come over, but I said no to all social engagements for like two or three weeks. Like people are inviting me to dinner or to parties, blah, blah, blah. I was like, No, I can't. And I was just absolutely, I was crushed. I was actually emotionally crushed as well because it was like, man, like I worked so hard to get out of this space.

So I also let this be a message for those of you, you know, and all of us that it's okay that we go back to patterns that we might have felt like we healed. It's that it's actually so natural because healing is nonlinear. Healing is more of a spiral journey, right? So just so you know, I go through that as well.

And I did feel disappointed in myself because I can be really hard on myself. And it's like, Girl, you know better than this. This is not what you stand for. This is not what you preach. And that was something I really needed to look at. And it allowed me to illuminate the dark corner where that was still operating within you.

So I'm actually really glad that this happened. Okay. So that's the burnout story that was going to be a whole podcast episode. And so now it's May as I record this, as already it's May 9th and it's already been \$20,000 in May. And guys with no burn out whatsoever, no calls on Mondays, no working on weekends like we get now.

We back in the smooth sailing. The sailboat is dialed, the wind is blowing. We adjust when we need to adjust. But the sailboat is fucking cruising. I'm not out here using my orders and trying to like, make it go faster. I am leaned back in the captain's chair, surrounded by luxuries. There is fresh fruit around me, you know, There's all the things that I want around me and it feels amazing.

And it's also a level of does it really get to be that easy, right? Because the launch of Sacred Business Evolution, my year long container was so easy. So it's like a part of me. If I had a limiting belief saying that it doesn't get to be easy was like, Well, then I'm going to go ahead and make it hard. I'm going to go ahead and make it hard for myself.

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So recently I've just realized, you know, now that it's May, it's like, Wow, we're at \$20K for May and it's been so easeful. There hasn't been any, you know, nothing like huge going on and it just feels so good and I'm working with my clients and it's just amazing.

I love what I do and I'm just like, Oh yes, in love with my business and what I realized from that is that I was making it so unnecessarily hard. And that was actually indicating to me where I still had some limiting beliefs that were ready to be transmuted and ready to be alchemized and I had been receiving the call from Spirit that for at least three months this year I was going to be closing my books to astrology readings.

I was going to be, because I have my mastermind ending and private clients ending all in June and I was going to be not reopening that until the fall. Basically, I'm taking three months off of 1 to 1 clients and the only live calls that I'll have will be the monthly mastermind call inside of Sacred Business Evolution, my year long container.

Check the show notes if you want to explore that, I will definitely have a special discount code just for the podcast if you're listening to this episode. So I really want to let you guys know that is the only way to work with me live for one straight year and be mentored by me in business at the moment. Includes all of my courses for business. Everything is on the [sales page](#) and it's just absolutely overflowing with so much value.

So that means I'll be doing a call one day a month for three months. Now, I said five months, and that's because in May and June I am taking multiple trips. I have multiple journeys and things that are planned. And so I am not doing any active launches of any bigger programs or anything like that, which normally happen very regularly in my business.

I do have a couple of things up my sleeve, like a couple of low ticket, really accessible, really fun things that I'll be creating and it feels so nice to offer those as well. And just taking a step back from the machine and feeling like I need to uphold the machine in any kind of way because that just reeks of old paradigm.

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And I am here to be pioneering with all of y'all a new paradigm. So I need to walk that walk. I have the channel of the role model... wait, am I right about that? It's the eight one channel. I don't know. I don't quote me on that. But I know that I'm here to share. My life's work key in gene keys is revolution and rebirth, so I need to be evolving in alignment with my soul and my destiny.

So what I'm going to be working on in these five months is the understanding, the theory, the concept that now that I have the structures in my business in place, so it's like I built the house now I get to live in it. Now that I have the structures and my business in place, I am giving myself full permission to only create from desire. To only create from desire, zero obligation energy within my content, within my podcast, within posts like Oh, I need to have an episode out every week. No, I don't. Who fucking said that? I am my own boss.

I set the precedent if it feels restrictive, if you get turned on by having a weekly thing, fuck yeah, do it. But that's the thing is we're all individual and we all like, we're going to have our own path and we're going to have our own blueprint. So what? Why? This is about money and destiny... is that once you have a healthy business where there's a thriving ecosystem, you know, the garden of your business is working and you know, it's alive and it's healthy.

From that point, we get to do what we want to do, do what Spirit is calling us to do. Do what we do to higher standards of destiny and less of the job energy, less of the job, energetic within what we do. And we can trust that the money that's going to come from that is the money we are destined for, not the money we are manufacturing, not the money we are fabricating through doing a launch that we might not want to do, which, by the way, that was not the case for course Course Creatrix.

Course Creatrix is doing so amazing. I absolutely love it. And it's so fun. We have another call tomorrow and I just love, love, love, love, love, love Course Creatrix. What happened was I blew myself out in the launch process. So that example wasn't connected to Course Creatrix; I just want to make that really, really clear.

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But I had these conversations with my clients where it's like, Oh, should I be launching something? We try and like we try and fabricate or manufacture a course or an offering or a program because we think that we need to. So if we really want to start playing in new paradigm in business, it's going to be in full honoring of our life force energy and trusting that when we do what we are being called to do, it will always lead us and we'll always create an environment of us being fully supported for and given more than enough and have more than enough money and more than enough abundance.

And that's going to be destiny money. That's going to be money that is not just from doing something, it's sold. You got results. And here's the money. It's going to be from I'm living my destiny. And I'm actually I would not be surprised at all if during this period of time I make more money than I did before with less pushing, with less planned stuff, with less strategizing.

And y'all know I love strategy. Okay. I'm a strategist. I love strategy. It's all up in my chart. I'm very, very strategic. I love talking about how, I love teaching how to do things. I don't like saying don't worry about the how, but the thing is, at the beginning, when we're just starting out and I have a whole episode on this guys, so go listen to the strategy and energetics episode [\[6\]](#) if you haven't already.

But the strategy part is honouring our life force because it's creating a house for it to live in. But once that house is built and once you have structures, back end stuff set up, you have a real business. You have a real business. So from that point now that I have the house, I get to live in it and what do I want to do in that house?

I want to live my values as a magical being, as a multidimensional being, as someone whose consciousness continues to evolve like all of ours do, as someone who believes in magic, as someone who believes in destiny. So it's not like, okay, I'm going to work on my destiny when I have free time from my job that I created in my business where it feels like a job. That's not an energetic that I want, and I barely have that in my business.

But I definitely detected that during my burnout period where there was exploiting of life force. And that's the old paradigm job energetic I do not want in my business. So in this experiment I am going to be allowing my creative pulse to move through me and I will not be forcing creation or pushing

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creation at all. And during this period of time, I would not be surprised that the money actually grows and actually surprises me because it's the money that is meant to align with my destiny, not a high paying job that I created for myself.

So I felt called to share that with you all. I hope that that is inspiring for you. If you're right at the beginning of your business, you need to do some things you don't want to do sometimes. Because why? Not because you have to sacrifice and do things that you don't want to do, like that you truly don't want to do it at a soul level.

But because we are often uncomfortable with things that would really serve our highest desire, that actually are really aligned with our highest desire. So when we're just, we're just uncomfortable with it because we haven't done it yet. It's kind of like building an exercise habit at first. You don't want to do it short term, but long term it aligns with your vision, right?

So that's the difference. But once you have those structures set up, which, you know, I don't, I also don't want to sit and set up my course portal when I first started, right. Like I also don't want to do that. But that is me choosing a timeline where I have online courses, right?

So there's a bit of a difference there. But once you have those things set up, what would happen if you bring in even more of 'my business is a structure that holds the energy of my destiny'. So now when I'm in that structure, when I'm supported by that structure, what does that mean in terms of what I put out, in terms of my transmission and in terms of my medicine and understanding things like our human design type, our astrological blueprint.

These are really important for this because as a projector, I know that I'm here to work in a different way than others, and I'm here to model a new way of success. So that means I'm me and I'm a 1/3 as well, which means I need to experiment. So this is my experiment. And I also have this, I just have a feeling about these five months that it's going to be the adventure of a lifetime.

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I just have this feeling. I have public speaking engagements. No private clients during those three months. And I just feel the call. And even though part of me is like, oh, well, you know, I claimed this as my seven figure year, but if I take three months where I'm mostly off, how is that going to happen?

Right? Because those were limiting beliefs that were coming up for me. And at the moment we're at over a quarter million dollars for the year in May. So it's like it is more or less on track with a seven figure year. But if I have those three months off, you know, a fear of mine is that, oh, well, maybe I won't have that seven figure year, but it doesn't fucking matter because the whole point of being in small business and choosing small business is living the entire life of your dreams, not just having a dream business.

It's living the full life of your dreams. And what that's going to do. We talk about how, you know, making money can change our future generations. Guys, what about truly living your purpose? Not just in your work, but in your quality of life, in how you're investing your time and being rich, not just in money, but in time and energy and being creatively fulfilled and being self expressed in a variety of different ways and being actualized in a variety of different ways.

So I hope that wherever you are at in business, there's something inspirational here for you and just understanding that, yeah, we can pump out content and it can get likes and it can get shares and it can get sales. But what if that opening yourself up and being a grounded channel for your true destiny work in your true medicine... at a higher standard where there is no fabrication energy like 'got to make a post, got to fabricate a post, think of something to post.'

What if instead it was inspiration? And so maybe - maybe it's a channel of inspiration. Maybe the eight one is the channel of inspiration. I think it actually might be. But what if it was all based from inspiration? And what if that would? Because the thing with being an online business owner, especially if you have scalable offers like a course, is like I can have over 40 people in Course Creatrix, which is what's currently enrolled in Course Creatrix, or there could be 200 people enrolled in the exact same course.

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And that's not requiring more time for me because it's still taking the same time to teach the modules. And the launch is actually taking the same time or even less time, right? Because it's not about the time that I put in. I put in a lot of time during that launch and I burnt myself out. But if I actually had chilled and I would have probably had more episodes for that.

If during that launch in April, if I had chilled more and not pushed on certain things, I probably would have had more energy to share on my podcast, which is because I had like a few weeks I didn't have an upload. Because I was so focused on this launch. But that podcast, this is one of the most amazing things in my business at the moment, even though it's just new.

So it's like, who knows? Like there could have been over 100 more people within that same course. And we aren't going to know this until we really decide and really choose to have a higher standard from where our creations are coming from, where our creativity is coming from, and how we're using our lifeforce energy. And if we want to be a stand for this new paradigm, it means not exploiting our lifeforce energy.

It means not overbooking myself just because we want to hit an income goal. But it also gets complemented by strategy, right? Because I can do this because I have so many courses, so many master classes. I have prerecorded things, evergreen things. So because of this and because of structures that we've built, I really am able to take those three months off and still be making more than enough for an amazing lifestyle.

And whether or not I hit that seven figures by the end of this year, I'm not attached to that because I want to make the money that I'm destined to make. And if I'm destined to make seven figures and it will come through me honoring my lifeforce energy, not exploiting it. And that is the paradigm I choose to believe into.

That is the paradigm I choose to be a pioneer in so that I can learn and I can share everything that I learn with you and I can model for you and the evidence for you that it is possible. And even if it doesn't hit seven figures like it's just a number and it doesn't matter.

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So thank you for listening. I absolutely adore you. I hope this episode was valuable for you. Thank you guys for your DMs. Thank you for your reviews on Apple Podcasts and Spotify ratings, I so appreciate that. It really just makes me feel so warm inside to be able to share with you in this way and hopefully bring value into your life and your business. So take care and I will talk with you soon.