

Oath Oracle
BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

Episode 20

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.

Welcome loves to another episode of the Business Oracle podcast. I'm so excited for today's episode. I am bringing you some more astrology for business codes and I am really excited about this.

Some of you know that The Business Oracle podcast was originally meant to be a business podcast for business energetics and strategy only, and after sharing I just got the hit of inspiration back. I believe it was around the most recent eclipse, and I just felt this like lightning bolt of inspiration. I just knew I had to sit at the mic and get that transmission out and the response was overwhelmingly amazing.

I got so many, so many emails from people basically saying, Yes, please, ma'am, please. We like astrology content. It makes a lot of sense. I mean, I'm deeply, deeply embodied with this language, and it's a huge part of my life and the way I run my business. So I'm bringing and beginning a new series. Yes, another new series.

I just said this in the last episode, but I'm loving how this is my playground where I get to layer these different frameworks that I'm playing with and having these, like, ongoing series just really suits me and my energy. So I'm so excited. Today's topic is something that I actually received coaching for because I wasn't sure if this was something I should share for free in my free content because it is so highly

oath Oracle

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

And it's funny because, my current live program that I'm running at the moment is called Course Creatrix, which you guessed, it is where I teach you how to channel and create and sell your course and put it on evergreen and facilitate an amazing experience. And in our most recent module we were, I was teaching on creating a free masterclass as part of your launch strategy, and we were talking about what is aligned and appropriate to gift our audience for free in a way that grows our brand, magnetize its clients into our program, but also just creates value for everyone, even if they don't end up buying from us.

And what is more appropriate to be inside of the paid container inside of our paid offerings and receive a financial exchange for. So there's a really, really fire module, so powerful. And then, and so funny how our work initiates us right? Or our programs, our clients, our business mirrors something that we're going to go through or something that we're being initiated in.

And I experienced exactly that because when I got the inspiration for this episode, I really wondered. I mean, I was like, this is the secret sauce. Like, this is the juice that helped me basically skyrocket in my first year of business and never stopped growing. Since then, you know, having my first 10k just within a few months of opening the doors to my business.

And I started my business in March. And then December was an 18k month of that same year. And I'm someone who used to make 30,000 CAD a year. So 18k in a month was absolutely mind blowing. And this key that I'm going to share in this episode and this concept and way of working with astrology for business is a big reason how I found alignment in business, even though I didn't have business experience.

So very excited to begin this new series and drop the first installment of this series, Astrology for Business Codes: the business codes for Gemini Season. Okay, so activities, strategies, social media strategies, sales activities that align with an astrological season. This is a really amazing first way to work with astrology for business because the sun, like an astrological season, means that the sun in the sky is in a certain zodiac sign.

Math Oracle

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

So the sun spends roughly one month in a zodiac sign. So it's one of the easiest transits to track because it's like from May 21st till June 21st, you don't need to know how to read a chart. You don't need to keep track of anything complicated. You just know it's Gemini season. You don't even have to look at anything.

You just follow astrologers and they'll tell you when it's Cancer season, right? They'll tell you it's a new season. So if you're not following me on Instagram, what are you even doing? Go follow me right now. Add me to your favorites. Turn on notifications so you don't miss stuff because the algorithm all crazy, right? So it doesn't always show you the things as they're coming out.

So that's my shameless plug. Let's get into the keys of what I'm going to be doing, what I invite my clients to do. And normally this has been information that is only within my private containers and my private client work. So let's get into it.

Gemini is an air sign. Air is the element of intellect, logic, communication, thought and perception. Gemini is ruled by Mercury, the Messenger archetype, the planet of communication itself. The planet of trade, the planet of ideas, the planet of perception, the planet of the mind. And Mercury is the fastest moving planet. And it also goes retrograde the most. So Mercury is real busy, right? Mercury is a busy, busy little planet, always doing all kinds of stuff.

And Mercury is also connected with Hermes. So these archetypes are all around sharing information and intellect and having a sense of neutrality as well. Gemini is the twin archetype, which means it's a very multifaceted sign. It's a sign that has duality within it. It's a sign that is very multidimensional. So this is a great season to just get to know who we are and explore different sides of ourselves as a person with curiosity, curiosity is a really, really big theme for Gemini season.

So let's just get into like what to do with this information, right? So one, try new things because Gemini rules Curiosity. It's about this multifaceted nature that we are. So this is a time to try and experiment with new things, in particular with new platforms and with new types of content. So platforms, as in, have you always been curious about Tik Tok, but you haven't given it a try yet?

oath Oracle

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

Gemini season might be the perfect time to dip your toe in because during Gemini season we are all more curious. We all love learning and we all really want mental stimulation so we can actually find a lot of fun and fulfillment in just dipping our toes into different things and realizing it's not this huge commitment. Like you're not marrying TikTok if you just make an account and just try it out and see what happens.

And I am so not the poster girl for this. Like, I'm basically I'm just on Instagram and people always tell me I should go on TikTok and like, maybe one day I'll have this whole desire to do that. But if you're someone who has had that social desire in, you know, a part of you knows that it could be really good for your brand and your business and like, maybe you'd actually have fun doing it.

This is your invitation to just give that a try. So trying out new platforms, whatever they are, it doesn't have to be Tik Tok. It could be a podcast, it could be LinkedIn, whatever it is. Also trying new things with content and offers. So when it comes to content, taking a look at like, do you have any strategy going on with your content?

Do you know what your content pillars are? Are you giving value? Are you expressing yourself in a way that's magnetic? Are you sharing in a way that's both fulfilling and helping you feel creatively expressed, but also creating value for your audience and, you know, helping you reach your business goals? So taking a look and maybe even doing a content audit and seeing like, what am I currently doing in my business and like on my social platforms and how is it working out for me?

If you're just going through the motions this is a great season to get back in touch with, why we love to share and why we love to give and create and make things and speak and write. Because Gemini is a master of all those things. Okay? Gemini is a wordsmith. All of the most famous rappers and many poets are Gemini suns. Notorious B.I.G. And Tupac were both Gemini. Lauryn Hill is a Gemini. Andre 3000 is a Gemini. Bob Dylan is a Gemini. I believe Allen Ginsberg and Walt Whitman were Geminis as well.

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

It's a wordsmith sign. So if you're someone who is approaching content in this stale way of like, I have to make content, oh, it's just like something I have to do because like, I have to. It's like you are choosing that reality, you know? So maybe choose a different one that's a little bit more fun and actually aligns with what you want to experience and how you want to experience your business and how you want to connect with your clients. So this would be a great time to think about.

Is there something you've been wanting to do content wise that you haven't yet, and why not dip your toe in? Did you want to take a new direction? How do you want to freshen things up? How do you want to like awaken and enliven your content strategy? All the same things I just said, go for our offers as well. Are you just upholding offers in your business because that's what you've always done?

Gemini brings change. Mercury is the fastest moving planet. The mutable signs are the signs that are at the end of the season. They're yielding into change. They're very fluid, they're very versatile. Gemini is the twins. It has many sides. If you're just doing the same thing and if it's like if you're just doing the same stuff and it's working for you and you feel satisfied and fulfilled, that's a different story.

But if you're doing the same stuff and it feels stale and you're not getting the results that you want, well once again, you are choosing that reality. So this is the perfect season to try something new with your content, with your paid offers, and maybe even a new platform.

A great priority to have during Gemini season is growing your audience. Now, obviously it's just like for me, as someone who has a personal brand that my clients find me through social media, I'm 100% organic at the moment of recording this. I'm not saying I'm never going to do ads, but I have built a seven figure business in three years, over three years, completely organically. So people find me through my social media.

So it's always great to just keep consistently growing that, you know, it doesn't have to be this major focus you're always thinking about, but just a healthy business with an online social media presence is probably just going to keep growing, even if it's at a slow rate, right? It's in a healthy way. Right. But I definitely think about that more and I put more attention and effort and invest more into that in terms

oath Oracle

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

of my energy during Gemini season, because it's a season where all of the collective is desiring and seeking mental stimulation.

Okay, Now understanding this helps us get a pulse for what the collective is experiencing, and we're a part of that collective as well. So everyone is wanting more mental stimulation and we're putting out fire content in that moment that can actually really help us grow our audience a lot within the season. As I'm speaking this guy's I am so activated because I know how fucking valuable this information is.

I'm just going to say one thing. I just feel like I need to say this: please respect other people's intellectual property because I notice that a fear that I have because I've experienced being plagiarized in the past. So I just need to say that because this is a fear that I'm experiencing as I'm speaking right now, and that a lot of my amazing clients who are so original and so innovative also experience when it comes to sharing online.

And here I am saying let's share online, let's try new things, let's put ourselves out there. So I just want to speak to this. You know, it's an interesting topic. I don't want to sidetrack the episode. Maybe I'll do a whole episode on it at some point. Feel free to message me if you'd be interested in my story around that and just like my own experience with plagiarism.

But ultimately, we always know what is real, real recognize real. But I also just say the little fine print of like, please respect my intellectual property, please respect my medicine and, you know, have your own journey with astrology and distill your own insights from it. Okay? That felt like that needed to be said because I just know this is the juice right here.

This is such important information. And ooh, I'm feeling, I'm feeling that. I wouldn't say I'm feeling vulnerable. More what I'm feeling is the butterflies of expressing something to the entire world through my podcast that in the past had been reserved for my own business growth and my work with my clients. So moving on. Well, let's just sum up because I kind of went on a tangent there.

Growing my audience is a priority right now where other seasons it's not as much of a priority. So far we have trying new things and growing your audience. And the funny thing is they work together,

oath Oracle

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

right? If you try new forms of content, if you put yourself out there on a new platform, it is going to serve to grow your audience because you can do cross-promotion between different platforms and you experiment with new content and some stuff is going to work better or in a new way or attract a different type of person than your previous content strategy was. So we're freshening it up. We're bringing new energy.

Next priority slash activity that you can bring in is promoting your freebie. So people want intellectual stimulation, people want to learn, people want to try new stuff. And if you've been following and and like implementing what I'm sharing, there's new people in your audience, right? If you're putting out new content, you're attracting new people, you're putting out a different vibe that's attracting clients at a different vibe as well.

Promote your freebie. This is an amazing time to give generously of the thing you already have. If you don't have a freebie, I highly recommend making a freebie guys. Also known as a lead generator. That's a whole masterclass. Probably a future masterclass in itself. We talk about it a lot in my programs like Course Creatrix. So yeah, promote your freebie.

And if you don't have a freebie, maybe make one and promote it within the season. So what this means is, you know, just I regularly let people know I have a free astrology guide and when I actually take the time to share that on my stories or in a post like make that the call to action of like a relevant post, we will get like 25, 50, 75 new people signing up to that.

So don't think like, oh yeah, my freebies on my linktree so people will just find it if they want it. Remind people, let them know you have this free gift for them. This is the perfect season for this because new people are going to have new eyes on your work. So continue to promote your freebie, like maybe even once a week during Gemini season.

Next Gemini season business coach: offer shorter experiences. Okay, so what I mean by that is master classes. And speaking of, we just announced two new master classes in my world, the Jupiter in Taurus Master Class and the Jupiter Abundance Codes Master class. So one is on Jupiter's once in every 12 years transit into the sign of Taurus, which is a sign of wealth and self-worth and pleasure.

Q a t h O r a c l e

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

So really amazing, miraculous transit. And the other one is about your natal Jupiter in your birth chart. And Jupiter is a planet of luck, abundance and opportunity. So this is a huge abundance code in your chart that is just waiting to be activated by you. So we just announced this the other day. Links to anything that I'm talking about are in the show notes obviously.

So this is a great time to offer shorter experiences. It could be paid Masterclasses. It could be mini programs, it could be shorter 1 to 1 sessions, it could be 15 minute prerecorded sessions, it could even be free stuff like doing an IG live and or doing a free masterclass. So think about that. We want more mental stimulation at this time.

But Gemini is not exactly known for its really steadfast, persevering attention span. Okay, Gemini can lose interest kind of quickly, so we don't want to. I'm not going to dissuade you from doing something that feels right, but I personally don't really launch longer term experiences during this time. I prefer these kind of bite sized things because people are curious and so people that maybe just found my work are like, Yeah, let me give that masterclass a try.

You know, there's like, it's low commitment, really high reward and it's like bite sized people can digest it. People can really like soak it up and then move on to the next interest and move on to their next exploration rather than being locked into like a nine month container, for example. So once again, we're all multifaceted. I have longer containers as well.

Someone messages me and is like, I want to coach privately with you for a year. I'm going to definitely, you know, have a conversation with them about it and see if it's a good fit. So it's not that it's a hard and fast rule. It's just like it's aligned with Gemini season to offer shorter experiences. So if that feels right for you, I would explore what you might want to do and what you might want to offer as a shorter experience, whether it is free or paid.

Next priority is learn, connect and network. Okay, so learning means doing classes, listening to some new podcasts like switch up your own way that you consume information, but also make sure you're

Q a t h O r a c l e

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

creating more than you consume, right? Because it can be so easy to just listen to podcasts, YouTube, video courses, again and again and again and again and not really create that much.

So it's kind of, you know, it's a bit of a double edged sword, but it is a great time to learn, and especially if it's something that is new to you or very stimulating to you. Like, Oh, I've always wanted to, I don't know, watercolour paint or I've always wanted to learn how to use Canva or something like that, which by the way, I have modules on that and a couple of courses.

This is a great time to just try something new, just pick something up, taste it, explore it, and really have fun with it in a way that just feels like it actually gives you energy. It actually enlivens you and refreshes you and invigorates you.

Then when it comes to connecting and networking, we are literally more social during this time. So that is so wonderful, especially after Taurus season, which is about slowing down and coming back to our bodies and really enjoying our food and the essential experience of being alive.

Now Gemini brings that energy up in a way to like the throat and the third eye chakra, and it just feels like this butterfly energy, the social butterfly energy. So we should ride that wave because we never know who we're going to meet. We never know what inspirations can come and actually refresh a variety of areas of our lives. If we just put ourselves out there and maybe go to an event that we might not have normally gone to.

So bringing it back to Curiosity and seeing that there's such gifts in this season for just trying new stuff and maybe a friend always invites you to these salsa events and you always say no, but like a part of you is kind of curious. This would be the time to just be like, Fuck it, let's give it a try. What's the worst that can happen? Right? I'll just leave if I don't like it. So I highly recommend you challenge yourself to actually get out there even more and you'll be surprised how much that actually benefits your business.

Because when you are fulfilled on multiple levels, like different areas of your life, like if you're a Sims character and you have all the different bars, you know, real life socializing and meeting new people is going to fill you up in ways that like, especially because so many of us work from home, right?

oath Oracle

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

This is really going to fill you up in ways that when you are at work, you feel more inspired and you just feel, yeah, I keep saying the words like refreshed, invigorated. So those are my little key codes. This is a nice quick episode. I hope I wasn't talking too fast. I feel like Gemini season makes me talk even faster than I normally do, so I'm like, okay, girl, slow it down, slow it down.

So to sum it up, trying new things when it comes to your platforms, your content and your offerings, prioritizing audience growth. And another thing is it's not just about the numbers of your following. The more important thing is actually engagement. So some tips and tools for that are, you know, invite people to share your post, invite people to tag someone in your post, invite people to save your post, and use the engagement tools that Instagram offers you.

Right? Like it's really quite simple to increase engagement. Making sure that you're trying different things when it comes to just energizing your platform, so growing your audience and your engagement, promote your freebie or make one and promote it if you don't have one yet, offer shorter experiences whether they be paid or free. So it could be a like, you know, formal free masterclass that you launch and there's a whole strategy behind it.

Or maybe it's just a spontaneous Instagram live that's also an experience that you're offering people. Learn things, so learn some new stuff, learn something you've always been curious about. Invest in your growth, invest in your inspiration, and then connect, network and get out and socialize.

So these are my invitations to you and these are what I will be personally embodying more and investing more of my energy into. And if you follow me online, you'll probably, now that you listened to this episode, you'll probably be able to see the way that I actually engage in all of these things and the way that I subtly just align my business output and my way I engage with my business and social media, I subtly align it with every astrological season and I have always done this.

So this is some secret source right here, and it's such a pleasure to share it with you all. If you want to dive in even more, I have a free masterclass. Watch, you guys, I'm promoting my freebie. I'm sharing a shorter experience. Okay? I'm inviting you to try something new. If you haven't already been a part of

oath Oracle

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

this masterclass, it is totally free. The link is in the show notes. Over 1,000 people have taken this class so far and it is my signature free masterclass: Astrology for Business.

Okay, so if this conversation has been insightful and activating and like, ooh, like there's a resonance going on then please, I invite you. You're going to absolutely love it. The Astrology for Business Masterclass. Totally free and a link is in my show notes.

The other thing is, at the moment that I'm recording this, there are two spots left for my legendary Astrology readings. I'm currently booking a few months in advance and then I'm closing my books for a couple of months. So these are the last spots until November 2023, and they are in the end of August that the spots are available.

So if you're listening to this in real time, maybe they're still available. If not, that's cool. You can just check on my page, you know, and see what's available if you want to be read by me, which is a very premium luxury and exclusive experience.

Now, I already mentioned the masterclasses Jupiter and Taurus and the Jupiter Abundance Code. Those are available links are in show notes. I'm so excited because Jupiter is a planet of luck, abundance and opportunity, and activating Jupiter is one of the most fun, most expansive ways to amplify more of everything that we want in life. Understanding your natal Jupiter, as well as understanding the transit Jupiter, especially because Jupiter is in Taurus, the sign of money, the sign of stability, the sign of pleasure, sensuality and self-worth.

This is a very, very wonderful transit that I have personally been looking forward to for a long time. Some of you guys know that's because my Jupiter is in Taurus, so this is my Jupiter return, something that happens once every 12 years, and I will be teaching about that in these masterclasses. And we actually have it so you can buy them a la carte.

You can just have one or you can buy them both and save by getting them in the Jupiter Wealth bundle. So those are all available for you, a cornucopia of options from free to my premium readings.

oath Oracle

BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

And I thank you so much for your time, for listening, for your presence. Thank you guys for your amazing reviews. Thank you for the feedback that you email us and you DMs after every episode.

It seriously means the world to me and this podcast is one of my favorite things in my life, to be honest. uSo I love you. Thank you for being here and have an amazing Gemini season.