

Oath Oracle
BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

Episode 22

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 beautiful, amazing listeners. I'm so happy that you're here. And today I have a transmission that is inspired by conversations, so many conversations, that I've had in the last week in my client spaces.

So my private clients, mastermind and Course Creatrix, which was my most recent live program on channeling, launching, selling your course, and then setting it to Evergreen. And this major theme was arising in my astrology readings, like it has just been all up in my face. And so I knew that the world needs this transmission right now, at least the people who are attracted to my work and are listeners of this podcast.

And what we're going to talk about today is liberating your voice, telling your story and trusting that who you are and what you know and what you've been through is exactly enough for the people who are meant to work with you in this moment.

So when people are earlier on in their journeys, it is kind of a common thing that, you know, people have brought into Q&As or programs or every now and again when a beginner enters into my private client base, there tends to be this, I don't even want to call it an instinct because I don't feel that it's an instinct.

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I feel that it's from conditioning, but it's more of like a knee jerk reaction where people start to think in this way of 'What do I need to say to get people to think that I'm x, x, x?' 'What do I need to say to get people to buy? What do I need to say so that stuff can sell?' 'What do I need to say so that my content does well?'

And that way of looking at it is very from the outside and it's very based on something external that we're wanting to achieve a certain outcome. And we want to get it, we want to get it, and we think we need to say things in a certain way or adopt a certain tone or express things the way we're seeing other people express them in order to get that thing.

And if you've ever wondered what to say or you ever wondered what to post or you've ever wondered how to sell something, or maybe you're an aspiring business owner and you haven't even started sharing your stuff online, and maybe you feel a bit intimidated or even a bit blocked or there's some resistance around doing so.

Or maybe you've wanted to start a podcast, but you haven't moved forward on it because you think you need to be a certain way or you think you need to be an expert, or you think you need certifications or you think you need something that makes you credible to the people in the world so that your voice is even worthy of being shared.

Say something to me and DM me if you resonate with what I'm saying, because it's so common, it's so unbelievably common. We think we have to have a certain tone. Maybe it's a tone of being professional, maybe it's a tone of being an expert or being very experienced or anything like that. Now, in the old paradigm business ways, we tend to hear the phrase position yourself as an expert, and I get it.

The thing with most old paradigm sales psychology stuff is that there's always a kernel of truth within those strategies, and there are strategies that have stood the test of time in a way because they can be effective and they can help get us an outcome. I think it is important to highlight why you're the person that someone would want to work with.

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But I think that putting the pressure on ourselves to be an expert, especially because many of the people who are listening to me now are spiritual entrepreneurs or artists where it's like, Am I an expert on spirit? I don't know about that. If we decide to take that on and we put this pressure on ourselves to be and speak and look like an expert, but we don't even know what that word really means, like that term, we haven't defined that term for ourselves.

What we're doing is we're setting up a precedent of pretending or trying to. Trying. Right? Trying and trying to, basically just this isn't - I don't see this very often because the words I'm about to say are quite like, you know, inauthentic. And people that listen to me are authentic and heart led. But we can get into this energy or start coming from this frequency of fabricating, producing as in producing content in a factory, and you're just manufacturing it and it's just getting pumped out and it has to be a certain way.

All of this and I say those exaggerated terms because I just want us to see them really clearly. Most people listening to this wouldn't enter into that way of creation, but because they think that's the way they need to do it to have a business or a successful podcast, what happens is they're just not posting. They're just not doing the podcast.

They're just not showing up online because they have taken on a certain belief that someone told them or they learned or read along the way that they need to position themselves as an expert. But in our businesses and in our soul purpose path, no one can tell us exactly what to do or say. Each of our paths is unique to us, and in this path of small business and soul purpose, we are the ones who set the precedent.

So if we decide, okay, I have to be an expert in order to say anything, and we don't even have that term defined. Like what does it mean to be an expert? This is where people start having shiny objects syndrome, doing course after course after course certification after certification, after certification, because we are people who care about integrity and we don't want to say we don't want to try and show up as an expert if that doesn't feel 100% authentic to us.

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But we have a belief that says we need to do that in order to show up at all. So then what happens is, as I said, people are just not showing up. But what if that whole thing was completely unnecessary? What if positioning yourself as an expert was unnecessary? I have never called myself an expert in anything. I also have zero certifications and I don't even have a high school diploma.

And right now we're halfway through the year and we are on track for my first seven figures year, which is extremely exciting. So this just goes to show how many of these rules that we hear are, are they actually serving us? Because if something's not serving us, it's completely up to us to detach and disentangle that belief from our belief system and just return it back wherever we got it.

Because what it's actually indicating, if you're letting things like this stop you... Some other things that have to do with, you know, what restricts our voice and our expression. That's just one example. A lot of things can restrict our voice and expression. Many of us were executed for practicing magic or spirituality or, you know, any number of things.

We may have been executed for just trying to live the life we wanted to live in the past, for saying certain things. We may have conditioning from our family to be quiet and polite and people please. We may have bad experiences from relationships or our parents where we just weren't heard and it felt like our voice didn't matter.

We may have been the receiver of bullying and gossip against us that made us not know what was safe to say and what was. We may have been ridiculed when we did try and share ideas or when we did speak up. We may have been invalidated when we were just trying to share from our heart which kind of set up this subconscious programming that it's not safe to share.

So there are so many reasons why we might feel that it's scary and we're uncomfortable and it's not safe to share our voice online. But when we are letting this stop us from our soul purpose path, what kind of life are we really choosing for ourselves? I believe from the incredible deep conversations I had with people on my platforms, in my client spaces, private clients mastermind, Sacred Business Evolution, my programs, people who do single readings with me, the Soul Wealth reading is that, yes, we desire

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happiness, but holy fuck does our soul and heart crave and yearn for the experience of living our Destiny with a capital D.

So if you're allowing the wounds, the discomfort, I'm not saying those wounds don't run deep. They can run real deep, especially if you have like Chiron in Gemini, Chiron in the third house, Chiron conjunct Mercury, it can run so incredibly deep. Trust me. I've had like literally four clients this week with Chiron in Gemini. It's been so clear, so obvious, like it's just coming up.

I was like, I need to record this podcast because as I'm recording this live we're in Gemini season, we're days away from the New Moon in Gemini and the Summer Solstice. We are about to quantum leap forward into the second half of this year into the tipping point of lightness, light and darkness. Guys, how much have we been through since the beginning of the pandemic?

How much have we been through in the last few years? How long has it taken you to start taking your path of purpose and your destiny seriously? And how many more years are you willing to spend not fully expressing yourself, which means you are not fully actualized in yourself, your potential, your power and your purpose? How many more years?

Guys, y'all know I love money. I love talking about money. I love teaching about money. I love making money. I love helping my clients make money. But the most powerful currency is our time, energy and attention. So when you give your energy into thinking about all the reasons why you can express and it doesn't sound smart, you don't have certifications, who am I to say this? Da da da da da.

You are investing into those ways of thinking, into those emotions, into those experiences and into all that's going to manifest in your life... from being more invested in those than you are invested in the expression of your fucking truth and your medicine and your voice.

And it can be so easy to have a double standard on ourselves, like, oh, it's okay if I don't follow my destiny, I'll encourage my friends or my children. You know, I believe we can do it, but I just don't believe it for me, I'm just not going to do it for me. It's so easy to have that double standard. It's so easy to put ourselves and our path and our desire last. But what if your body and your self was property of

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spirit? Just as a, this as a hypothetical example, and you doing that was actually you profaning, damaging, harming and holding back a part of spirit, a manifestation of spirit.

Are you such an altruistic person now? Are you such a good person now and so selfless? It's not fucking selfless to hold yourself back from your destiny. As more and more people step into their destiny, which includes -

Guys, the throat chakra is the chakra of our vocation. It's the chakra of our leadership, and it's a chakra manifestation. As we speak so we create. So no, it's not just oh, I just don't feel comfortable making a podcast. I just don't feel comfortable making content online. It's not just that you're holding yourself back and you're depriving the world of one more person lit up in their destiny. One more person that's not willing to spend five more years, ten more years, 50 more years looping around in the fucking matrix on a fucking hamster wheel, not feeling truly fulfilled and just surviving and getting by.

This is a choice. And if we think, well, I don't have, you know, anything worthwhile to share that attitude that I need to have these certifications. I mean, I think studying is awesome. I'm always studying. I love courses, I love mentorship. I don't have certifications, but I've enjoyed, you know, studying different modalities and like developing my gifts and stuff like that.

But it's never come from a space of I need these things to justify me speaking on my own platforms. Guys, our social accounts are our platforms. They are our little homes that we get to inhabit with our energy, they're blank canvases that we get to express our essence. And if you think your essence and your expression has to be different than what it is, you got a much bigger problem than social media. That is indicative of a belief that who you are and what you know and everything you've been through isn't valuable enough to share or wouldn't help others.

And no matter who is listening, I can guarantee you that out of the 7.58 billion people on planet Earth, there are thousands of people who are not as ahead as you are when it comes to a certain journey or a certain thing. Can you feel that? Can you feel that out of 8 billion people, there might be a few hundred people that could benefit from what you know right now in this moment in the way that you are able to express it?

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Do you really not believe that? Because if so, that's a bigger problem than not liking social media. A lot of people think they don't like social media. Really what that is mirroring to them is room for personal development around self-belief, around loving ourselves, around being the custodian and the caretaker of this human, this incarnation that is so sacred, so divine.

So we can talk about do morning pages. That's a great exercise. You know, some tangible tips, morning pages from the book *The Artist's Way* by Julia Cameron, where she talks about writing three pages in the morning and just letting your thoughts just empty out and how it just kind of clears that creative channel and really prevents writer's block. We can do that.

We can do past life regressions and quantum healings that remove chains from our neck that were from a past life, which that's a real thing. I've had that. We can work with our throat chakra, singing, chanting, humming, using sacred sounds and vibration to clear that channel once again. And I like all these things. I love all these things. Breath work, you know, as I record this live in Gemini season, Gemini rules the lungs, there's these beautiful tangible practices we can do.

But deep down and in a zoomed out way, you need to choose to believe and understand that exactly how you are right now and exactly who you are and exactly what you've been through and the unique way that you see things and you express things. Because you can have a twin sister that went through the same shit as you and you're still going to have unique perspectives.

You need to choose and decide to believe and understand in the value of that. If you feel the calling to express, you're ready to express and you're ready to express. Now, if you feel like an imposter, maybe don't claim to be an expert in something. No wonder we can feel like an imposter when we think that to be a successful businessperson, we need to show ourselves to be an expert.

Then there's a gap between what we're presenting online and who we actually are. We actually are kind of being an imposter. So it's not just about getting rid of imposter syndrome, because imposter syndrome may be a symptom of something deeper. That's actually calling to be healed. So what if we could just be authentically exactly who we are?

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And instead of saying, I am the foremost expert in blah blah, blah, blah, blah, blah, guys, I've never said that. And my business has generated and received over \$1,000,000 and we're on our way to our first million dollar year. You're right. We're ahead of time, ahead of schedule for our first million, 1 million CAD year so far, manifesting 1 million USD for sure.

But it feels really great to be ahead of schedule for a million Canadian in 2023. Just my own currency. So question the beliefs that are holding you back. If you think you need to have these certifications or a certain amount of followers before you can even express... Excuse me, you get the followers by expressing your essence and people don't follow you because of the perfect grammar, the most polished branding.

People follow you because they feel something real. That's really what it's about. They feel something real. So if you're hiding behind ten fucking masks, you're wearing a costume, you're using your professional tone, everything is put through grammarly so it's perfect grammar. Everything is the Canva templates. And then you're like, Why is it not working? I'm doing everything right.

Then it's time to really question what you think you need to be and who you think you need to be. And if it's anything that's taking you away from who you are, you're investing that precious time, energy and attention into not being in your destiny timeline because your destiny needs you to be. You stop trying to fit yourself onto a different destiny path.

You will never succeed in doing that. And then it's almost like the self-fulfilling prophecy of like, Oh, well, I don't post because like, I don't have followers. And then like, well, I tried posting for one week and I didn't get that many followers. See, I knew this would happen. All of these ways of engaging with this is completely up to us.

And guys, I don't know if you feel this, but consciousness is evolving at an accelerated rate. The world is changing at an accelerated rate. How much longer are you going to hum and haw and just like,

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should I do this or should I do that? I don't know. I don't believe in myself. Like, how much longer are you going to do that?

And I'm not saying that it is like a light switch, though. Sometimes it can be, sometimes it fucking can be. Your soul is so powerful. But I'm saying if you decide to move through that, there is a sea of endless information, of things that will help you with the emotional healing, the release of the trauma, the nervous system, stuff like everything is at our fingertips.

This is the Age of Aquarius. Aquarius rules the Internet. All information is available at our fingertips. If you decide and you fucking choose, you will find the ways to heal these things. But if you never decide you're going to just be looping, it's like a video game. For those who play video games, like a role playing game where you can't leave the town and it's like, Where am I supposed to go next?

And it's like, you just haven't finished a certain quest. You're not going to move on from where you are until you bust through the thing that's stopping you so we can avoid it because it's uncomfortable. And that's where a lot of people are. Or we can make the decision for ourselves, for our ancestors, for our future descendants, and to be one more person living their purpose, sharing their voice, expressing their medicine online or in whatever manner we can be one more person on their destiny timeline.

And the more and more and more of us that choose that, that are willing to embark upon that quest with our whole hearts and our whole souls, which doesn't mean it's perfect. It doesn't mean I don't struggle, but it means inside of the universe that is me, there is a samurai.

Apology if that is cultural appropriation, but I just have this resonance inside with samurai energy. I don't know. I watched The Last Samurai with Tom Cruise as a child and I could not stop crying. So I don't know if I have like, a past life as a samurai or what, but I just resonate with the devotion, a samurai level devotion that, yeah, dude, I have major emotional low days. I'm an emotional authority in Human Design.

My moon is in my eighth house and Pisces. Don't think that I never struggled with these things. It's just that my struggle is smaller than my devotion. My struggle sure as fuck is smaller than my destiny.

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And when my devotion is, I'm choosing my destiny. And I know that my destiny requires me, not someone else. I look around and I see people pretending to be different than they are.

They are blocking themselves or removing themselves from their authentic destiny timeline. And all that's doing is making it's one more inauthentic person. It's one more person not fully claiming their power. It's one more person who's not fully self actualizing their potential. So the choice is up to you. You might have very valid reasons, traumatic reasons, even medical reasons, nervous system stuff, past life stuff.

You might have very valid reasons why it hasn't been easy, but you letting that stop you from sharing what you want to say, from being uncensored in your medicine, from sharing your story, from using your voice, that's on you, baby. That is on you. So I hope that this tough love transmission has been valuable for you. I want to hear what you have to say.

I want to see people being real on their platforms. I want to see people not letting perfectionism stop them. I want to see people that have had it tough with expression that were invalidated, that were possibly even harmed for using their voice. I want to see those people reclaim their voice. The power of that will change the world.

No one cares when there's a typo. Very few people care what education you had. I mean, unless it's like an empowering part of your story that's like, yes, this has helped me become who I am. That's a different story. But whenever we're improving energy or convincing energy, that is indicative of an underlying belief that you don't believe what you got is valuable enough.

And that's the real issue. It's not the wording that makes people buy. The issue is you don't believe in yourself, in your medicine deep enough. And that is much more important. That's the seed that grows in to the plant, that creates the fruit later on. So if the fruit is rotten, we don't just try and fix that fruit.

We look to the seed, we look to the roots and what's going on underground. We're moving into the new Earth. I used to not talk about that so much because I felt everyone was saying those words and I felt kind of hollow. But holy f balls, we are moving into the new Earth, guys. Enough is enough. How

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many more of your precious years and your precious energy that's like precious diamonds and gold and sapphires and rubies.

That's what your energy and attention is. How much more of that are you going to invest in beliefs that keep you small and keep you dim, which means one more heart centered and soul centered person not doing their thing in this world. That's not just holding you back, baby. That is harming the world, that's investing more into that paradigm, investing more into that reality, investing more into that old way.

Oh, that's all very cathartic for me. Sorry if I was yelling at you. This is every now and again the tough love episode needs to come and be shared because enough is enough. Enough is enough is enough is enough. Not just going to stand idly by while people just hem and haw about their destiny for another two, three, four or five years.

Guys, I can't. I'm done. It's more important than ever for you to choose the path of your purpose. It's more important than ever. Just express your authentic energy. When you do, you're breaking generational curses and you're creating new timelines for future generations. You're becoming one more person who is an example of authenticity. Our destiny timeline won't be available to us if we are pretending to be someone else and wearing a mask and a costume and using a fake voice and using big words because it makes us sound smart.

People don't hire me because I'm smart guys. They might appreciate my intelligence. I'm a heady cosmic person, but people don't hire me because I'm smart. They hire me because I'm real. They hire me because they know, like and trust me, which they can't do if I'm not being real and they hire me because I can help them get some bombast results.

But I wasn't even able to do that until I started expressing first. That's a channel of how we impact this world. That's a channel of how our soul self, the energy course through us and pours into this world in a way that can make impact, in a way that can empower, activate, inspire. You're keeping it all inside yourself.

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Like what do you think can happen? That stream of genius can become stagnant. You can always freshen it up again. But we have to bring things out of our channel. Otherwise it starts feeling like it's clogged. And then there's no room for fresh stuff. We have to start taking things out of our channel and pouring them forth.

So morning pages is a great idea. As I mentioned, sitting down to write, light a candle. Like I always say to my clients and I have a social media program, Sacred Social Media and Course Creatrix, which is all about creating your course. And by the way, both of these are included in the Sacred Business Evolution. One year, all my business program, all my Business Energetics and Mastery Product Suite. Includes any sessions that I do, private podcasts and a monthly mastermind call. It's the best way to work with me right now. That includes the full suite of everything you need to know if you resonate with my work.

And in those social media teachings, I always tell people how I don't make my posts in the Instagram app and I don't sit down to write from a space of 'so I need to make a post'. I sit down to write because my words are a way that I impact people and my words are a vehicle for my soul purpose work and the codes I'm here to drop.

What if writing and expressing ourselves verbally wasn't about likes and follows? You choose if you make it about that. What if it was an art form? What if it had the potential to further human's evolution? What if it could inspire one person or five people or 500 people? What if it could activate people to choose something new?

And you know what happens when your story and what you've been through is able to do that. You start looking back on some of the worst shit that ever happened to you with the most profound sense of gratitude.

And I have full goosebumps as I say this. You honour your story, the light and the dark by sharing it. And maybe other people won't make the same mistakes as you, or maybe other people will be able to get to that healing that it took you years to get to through your journey. And maybe you'll be able to

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save other people years in their healing journey through what you figured out and what you've distilled, what you've integrated, what's landed for you.

And the most powerful things we share with others are not things we learn from books or from another person's course. They are our life experiences, our soul journey, and our personal transformations along the way. There are modalities that helped us, but if we haven't deeply embodied something, if we haven't integrated something and had a profound experience with it, it sounds empty anyway. We can have a business like that, but it's not a soul business.

Ooof. I am so activated right now talking about this so, so, so activated because just enough is enough. Reclaim those currencies of your time, energy and attention. And if you could pour even 10%, 5% into your destiny timeline and took that away from the timeline of one more person not living their potential and censoring themselves and staying small, that's going to have a 360 degree ripple of transformation, not only in your own life and your family and your community, but in the world, in the collective tapestry that connects us all.

Ooof. And so much more I could say on this. Obviously, this is something I'm so passionate about. You know, I used to be really shut down in my throat. I used to talk in a little baby voice. I barely spoke as a child. I was in weird traumatic experiences and dark energies. And I dropped out of school. I could barely function at school. I could barely do homework.

And now I have international public speaking engagements where I just share and I never have notes. And I like it because I don't put the pressure on myself to memorize a bunch of stuff or have things scripted out. That's another limiting belief. Do you think you have to have a script for everything?

Do you think you have to have a presentation for everything? It's like, guys, check out my business courses. I rarely teach with a presentation unless I'm teaching astrology, because that's just more important to have that technical, you know, visual things. But for a lot of my business programs, I don't use a presentation. Why? Because I didn't want to. And thinking that I had to was preventing me from moving forward on it.

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QUESTION your limiting beliefs. QUESTION the things that stop you. Questioning the things that keep you small and uncomfortable. And sometimes we don't want to question those things because a part of us wants to stay in our comfort zone. But one of my favorite quotes is that everything you've ever wanted is on the other side of fear.

I don't doubt that it feels fucking scary. It might even feel like life or death to express ourselves because we may have been executed for expressing ourselves in a past life, especially those of us who are executed as witches, which is like most of the people who are listening to this, it might feel like life or death. And I'm not downplaying how difficult it is for you, for some of us.

But what I know for sure is you are so much more powerful than that. I know it, I know it, I know it, I know it. And I'm not going to enable people to stay small who come to my world. Okay. Okay.

If you're listening to this live, then we're just about to hit the new moon in Gemini. And I also have an upcoming free event for the June 21st Solstice. You definitely want to join that if this conversation has activated anything within you, you definitely want to join that. And if you're not following me on Instagram, I highly recommend you do because there's a lot that is shared on Instagram that does not make it to my podcast because things are, you know, very time sensitive and I really desire for my podcast to be timeless.

That's been an intention from day one. So make sure you're following on Instagram. Sign up for my email list. See the link for the June 21st event in the show notes. If you're listening to this in the future and you've missed these events, you definitely want to be following me on Instagram because you'll never miss things like this.

And you know, I create horoscopes for the new and full moon there every single month that I put my heart into. And we also send those out to the email list. So, you know, just understand a lot of time sensitive things are shared on my Instagram and email list that don't make it to the podcast. And the podcast is where I get to do these super deep dives that are meant to be absolutely timeless and hopefully impact people for years to come.

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That's the power of using our voices guys, and no one could choose to take that first step upon this path but me. And it's the same for you. So what are you going to do about it? Thank you so much for listening. I absolutely adore you and I'll talk to you soon.