

Oath Oracle
BUSINESS ORACLE

WITH AYESHA DURRANI

TRANSCRIPT

Episode 23

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 Astrological Business Codes episode. And today's episode is about Cancer season and how I work with this season for my highest timeline of success and some priorities that I want to invite you into in this cozy, sweet season.

Cancer season begins June 21st, which is Solstice and goes until July 22nd. For those of us in the Northern Hemisphere, the June 21st solstice is the beginning of our summer and summer is associated with being more outward in shining our light and blazing our energy and our essence.

And solstice has the word soul in it, which is the sun and the sun is a ruler of Leo, which is the sign that comes after Cancer and is all about the performer archetype and being on stage and shining our light and being seen.

But Cancer is a sign that's much more private and inward than that. It's so interesting how we begin summer with the sweet and security focused Cancer archetype. For those of us who are in the southern hemisphere with the June 21st solstice marking the beginning of winter, the Cancer vibes make a lot of sense, right? We want to be cozy.

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We want to stay home and watch, you know, the beautiful weather outside, maybe have a fire or have like a cat purring on our lap and our tea and our blanket. Like that's really on point with Cancer vibes. For those in the southern hemisphere, where Cancer season is the beginning of your winter.

For those of us in the northern Hemisphere, that Cancer vibe is such an interesting indicator of the energy of summer. Where actually through going within and making sure we're nourished and nurtured on a deep inner level are we able to actually root down in order to rise up.

So Cancer connects with the roots, right? Connects with the roots, ancestry, lineage, Cancer rules the womb and the breasts. Cancer is the divine mother archetype and the nurturer. So these are the main priorities in Cancer season.

It's root down to rise up. Now in the Tarot, the Major Arcana card The Chariot is associated with Cancer energy. And although Cancer is a sign that's more inward, that's focused on nurturing, that's focused on family, if we think of like pregnancy and a baby growing in the womb where we all grew, that is like the safety, the sanctuary that Cancer is related to like that deep inner space where you're just receiving and receiving and receiving nourishment.

Yet new life is beginning. So it's so interesting, as I was saying, Cancer is a cardinal sign associated with the Chariot card in tarot, which is actually about going after our goals. The cardinal signs, which are Cancer, Aries, Libra and Capricorn, are the Alphas. They actually are the go getters of the Zodiac. So although Cancer is private and it's a water sign that's connected with emotions and intuition, Cancer is a go getter that really prioritizes and values security, including material security.

So even though Cancer is not an Earth sign, which is the element of material possessions and money, Cancer is associated with long term security because we need security and resources to care for our families. We need security and resources to have our homes and have it be cozy and comfy and sweet and feel safe just the way we want it to.

Cancer rules the home. Cancer rules homes in general. So the home that we grew up in, our family home, as well as the home we live in now, and our dream home and buying real estate and all that kind

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of stuff. So Cancer truly is very connected with long term security and creating and cultivating feelings of safety within ourselves. And when we talk about business, feelings of safety within our businesses.

Some priorities that I'll be focusing on and what I want to offer you guys today is connecting to what makes you feel emotionally safe, and what makes you feel connected and supported to the Divine Mother, as in the Divine Mother with a capital D, with a capital M, the Divine Mother and Mother Earth.

When we feel supported in what we're doing and we feel the ground underneath us and we feel rooted to this planet, we are more resourced and we are more aligned to take bigger risks in business. Cancer is naturally a sign that is more private. So it's also important to honor our natural inclination towards privacy because when the Sun is in a sign that's activating the whole collective in that sign, even if that's not our placement.

So we tend to be more inward and a little bit more private during Cancer season. Something to understand is we get to honour, and by the way, if you're a Cancer sign, you know exactly what I'm talking about. Or maybe you have some Cancer placement. You get to honour your true soulful desire to be protecting sacred aspects of yourself and to keep certain things private.

Well, continuing to go after your goals and while continuing to show up consistently for your business, It's really just about taking the actions that truly move the needle forward. It doesn't mean we have to be all up in everyone's face, you know, sharing things that we don't yet feel ready to share or like selfie, selfie, selfie.

If that's you. Fuck yeah. Keep on doing you. That sounds great. That's I mean, I kind of described myself there for a second, really. But what I'm saying is we get to honour the true essence of the season, which is calling us into inward reflection and quality time with our loved ones and nourishment and nurturing... and still show up consistently to also cultivate our business garden.

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By showing up, taking, you know, precise and strategic actions that don't need to take a lot of time so that we actually have more time to spend with our loved ones and our soul family, as well as potentially our blood family too, which is why Cancer rules.

Some other things I love to think about during Cancer season is monthly recurring revenue. Monthly recurring revenue comes from payment plans. So, you know, whatever offers you have, have you offered payment plans for them? Are they available? Have you spoken about them? Would you be willing to offer payment plans? You can even offer payment plans for 1 to 1.

And what some people do is they make it so that - and this is what we do for my astrology readings, my Soul Wealth readings, which is an Astrological business intensive that are very legendary. And we actually do custom payment plans for this reading. So reach out if you're interested in one. And what we make sure is that the payment plan completes before the date of the reading.

So even if you don't have larger offers or programs or anything like that, you can actually still create security for yourself through beginning to stack monthly recurring revenue through payment plans. And this is why I love payment plans. I've always had such a variety of payment plans. We love doing extended payment plans like ten pay and and things like that.

I think it's really great because for me personally, I needed those payment plans to access the level of mentorship that I desired at the start of my business and that's part of how I elevated so quickly into six figures in my first calendar. Sorry, my first 12 months of business, it wasn't the calendar year because I started at the end of March, but within that first 12 months hit six figures. Hit \$10k and \$18k months by the end of that first calendar year.

And a big reason for that is because I leveraged and utilized things like extended payment plans in order to access higher levels of mentorship. So it's a win win win win. Yes, it is true. Sometimes people bail on their payment plan. It is true. But like honestly, overall, the benefit is worth offering it and it also creates more diversity and inclusivity within spaces.

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And so to me, I'm a big fan of payment plans and always have been, and when you have a few payment plans going, then you know that, if you needed to take a month off or if you wanted to take some time off or you got sick or something like that, you would have income coming through. And that creates that feeling of Mother Earth is beneath us supporting us.

Right? And so when we feel supported by life, when we feel supported by the Divine Mother, when we feel rooted and safe on an emotional level, we are more equipped and resourced to handle the ups and downs of entrepreneurship. Pretty much every entrepreneur has fluctuations in their revenue. Some months are higher, someone's or lower. That's just the way it is.

Of course, as we build, we can absolutely create a baseline of our revenue. Like my base base baseline is \$50k months. That's my base base base. My highest month this year was \$122k. If I just look at the month to month to month, I see a lot of fluctuation; there is up and down, but we can actually create the solid base of what is our baseline that we're hitting consecutively month after month after month.

And when we grant ourselves that and we build that strategically through things like monthly recurring revenue, that gives us a sense of safety and a sense of being able to receive more. And before we have that, we align to that timeline in that reality by taking responsibility for our feelings of safety within ourselves as well, doing things like rooting energetically into the Earth as part of a morning routine.

If you are a womb carrier doing things like connecting to your womb or connecting to your energetic womb, making that inward connection in that inward listening, like establishing that connection as part of your morning routine during Cancer season, doing a little bit of intuitive movement and dance where you're moving your hips and connecting to that energetic space. It's a very creative time as well.

Cancer is the mother. She is a creator, she is a creator. She's holding the birth portal where souls manifest through into this plane. That's a highly, highly creative energy. So if we get too overly strategic, rigid, I have to do this, I have to do this, do that, do that, do that, which almost feels like Cancer's opposite sign, Capricorn.

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We could be missing out on some really powerful womb wisdom, some really powerful divine mother creatrix wisdom and ideas. And that's the thing with business. Hello, Welcome to Soul Business. It's not about how much labour we do. So you can chip away and work away a bunch of strategies, but if it's not aligned, you might not be getting the results you want.

Whereas if you focus on that energetic safety, cultivating physical safety, nourishing yourself, drinking enough water, eating well, chewing well, all of these like very fundamental things, they're foundational parts of life. Which is why Cancer in the order of the Zodiac is at the bottom of the chart. And why the fourth house, which is a house associated with Cancer, the home and family and lineage and ancestry, is the Imum Coeli or IC on the chart, which is the bottom of the sky.

So that fundamental foundational piece of are you eating well? Are you caring for yourself? Does your business feel like a nourishing place to be? Is there room for your emotions and sensitivities and your needs? Do you feel supported by the Divine Mother? Sometimes this could be an invitation to do healing with our families and our mothers. But for all of us, no matter where we are, no matter how loving or challenging those relationships are, the Divine Mother is always there for us.

Which is why I say that, like first and foremost, the Divine Mother is a mother of our mother. Another thing is connecting with our ancestors. I find for me personally, because I have Chiron in Cancer, my wounded healer archetype, and then I have a four planet stellium in Capricorn, the opposite sign of Cancer.

I find that I can be very hard on myself, self-denying and get really tunnel vision into my business and it's so powerful to gain the perspective of if my ancestors could see me now, they wouldn't be wasting precious energy worried about these certain little things that I worry about because I'm basically living a miracle and accessing and creating and experiencing things that they could not. And they're so proud of me and I should be so proud of me too.

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You know, feeling that emotional richness as well. So although Cancer is connected with that long term security of things like monthly recurring revenue, it's first and foremost about the emotional richness to like. It's not first and foremost because it goes together, right? It's so beautiful to be able to contain that happy, emotionally fulfilled, emotionally rich Cancerian energy in the safety of a beautiful home and a beautiful space.

So some more ideas about this, really tending to your emotions. So important. So, so, so important. Cancer can be a bit moody. Cancer is ruled by the moon, and the moon is the fastest fluctuating body in the sky. She looks different every few days. She's in a different sign every two and a half days. So out of all the planets and luminaries that rule a sign the moon is the fastest moving one so we can feel more moody at this time. So it's really important to honour that and also be aware of the things that tend to make you feel more short.

By short, I mean snappy, right? It's like, Oh, if I don't eat enough because like, sometimes I'm like, busy doing all this stuff in the morning. I'll take a 30 minute walk to the gym, workout, come back, sauna. Friends, I'm making it sound like I do this all the time. I do this like a couple times a week.

I end up having this really big morning of like I walk and I do the gym and I walk back. It's half an hour walk, in the sauna, and then I shower and then it's like, coming up time for my first client. So I might grab a protein shake or something and have a coffee, but it's like not really enough food.

And then after that 90 minute call, I can feel my mood start to dip because I didn't prepare properly with my meals. Bringing it back to the Cancerian theme of nurturing. That story I said was so my chart. Like Chiron in Cancer, and then a stellium Capricorn in the 6th house. Oh my god. That was such a cosmic joke example to give.

But anyway, I hope that that landed and made sense. So making sure there's room and space for your emotions, maybe doing some journaling, maybe having a consistent practice of some kind to support you with that, but then also not forcing ourselves to do things that we truly don't want to do. Check out my episode on Desire Led Business.

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If you want to hear me talk more about that, how there are you know, sometimes we're meeting resistance and it's powerful to push past that and do the thing that we wanted to do. But sometimes it's simply not a true desire and we're actually being harmful towards our self by forcing ourselves to do things. So definitely check out the Desire Led episode if you're interested in this topic.

Some other ideas. Oh. Another monthly recurring revenue idea is having a longer term coaching container. So for those of you who are coaches out there, this could be a really nice time to offer something that is a little bit more longer term because everyone is on a more long term like pathway or like they're they're just more attuned to long term things that provide security and comfort.

Cancer is a very comfort oriented sign. It loves to stay home. It's a sign that rules home. It loves food, nurturing and nourishment. So I know a lot of Mani Gen clients, for example, that just want to do really short containers. But this could be a fun time, perhaps if you feel if you resonate with it, to offer something that's more longer term.

Because if the whole collective is feeling on this tip of like long term security, I want to feel comfortable. I want to feel safe in longer term containers. We're able to really take our time to blossom open with our coach, our nervous system. Slowly unwind. We really energetically calibrate to that person over that period of time. So this could be a fun time to offer something that's a little bit more longer term.

Keep an eye out on my Instagram. I may be offering some pre booking for my November private coaching spots, which is the next time that my private coaching opens up. And I may have something like a special offer for six months or even a special offer for a year. So that's another idea because if you have three private clients at \$1,000 per month, that's a guarantee, \$3,000 per month.

And for some people that's enough to live on plus anything else that you would do, right. So at first monthly recurring revenue, you know, it builds slowly, but once you have it, it is this really beautiful like steady stacking flow that's so great for us to feel safe to take risks, to have a lot of fun with what we're doing and to never be in need energy with money. Being in desire energy with money is so much more powerful.

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Another great exploration for Cancer season is to explore your moon sign, because that is actually going to give you information about how to nurture and nurse yourself. That's actually going to give you information about your unique codes for self-care.

An Aries Moon has very different needs than a Pisces Moon has very different needs than a Libra moon. So that's a really great topic in Astrology to learn, and that's just going to feel so soothing to you on that deep inner level. So I teach that in Astrology for Business: The Big Three, My Sun Moon Rising program is also in my full astrology program, Cosmic Success Codes.

I believe I touch on it in the Free Masterclass Astrology for Business. And I even have a masterclass called Moon Manifestation, which is where I teach you how to manifest with every single moon phase through all the science and houses. In terms of offers in my world, I am stacked on moon offerings, so feel free to explore that. And of course I have my free astrology guide.

Something else really exciting that is coming up so soon. We begin on July 3rd officially, is my next program Turn up the Heat. And this is all about taking those consistent actions that create tangible results and outcomes in our businesses through being consistent, through being strategic, through being aligned energetically.

But that don't take very much time at all. That are so precise that they're going to help you create and receive and generate these gains in your business through sales, Social media and stacking cash. And a big intention behind Turn Up the Heat is that we do these effective actions, we do whatever client calls are on our calendar, and then we close the computer and we go spend quality time with our loved ones.

We go out there and play in the summer or in the winter or whatever it is wherever we live. And that Cancerian energy is really about emotional fulfillment, feeling nourished and nurtured in our lives and our businesses. Feeling safe and rooted and supported in this world to go after those bigger dreams. And it's a very beautiful time.

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One final tip is caring for our homes. Cancer rules the home. Many of us work from home. Look around at the space that you're in. Does it feel nurturing? Does it feel safe? Does it vibe? Do you feel the vibes? Does it feel inspiring? And how can you make it more beautiful? Cancer is ruled by the moon. It's a very, very, very feminine sign. The feminine lives for beauty, baby.

So what does that mean for you in this moment? Cancer's a very powerful sign as well. A mama is like a mama bear, Right? So we can take that energy. We can redecorate our whole house if we want. If you. Especially if you work from home. Do you feel inspired in that space? Do you feel held and supported in that space?

Because we feel held and supported wherever it is that we work when we show up. And like, you know, I recently did the Solstice free Masterclass and has over 500 people enrolled in that. I've had over 1000 people enrolled in free events in the past. I have programs with over a thousand people, masterclasses with hundreds of people.

So that is a certain level of voltage that I feel. But because I'm in this beautiful sanctuary that I've curated for myself, that I feel so safe and that's so encoded with my energy and high frequencies that I've intentionally brought in and I've redecorated at different points. I've adorned my space with art and crystals and beeswax, candles and the things that just make me feel like it's this beautiful, sacred temple.

So doing a clear up of the home space, maybe donating some clothes or just anything that doesn't spark joy. The Marie Kondo method, right? If it doesn't spark joy, just get rid of it or donate it. That is a really wonderful activity during Cancer season because it clears energetic space, it clears mental space, and it shifts the energy in your home. And your home for those of us who work from home, especially, we're here a lot.

So that energy encodes into us and it encodes into our field. And actually I think that I said that was the last one. But there's one more, which is make sure to set time aside for resting and receiving. Cancer rules the womb. Cancer is ruled by the moon. It's associated with divine feminine energy. Although it is a cardinal sign and cardinal signs go after what they want.

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Cardinal signs are Aries, Cancer, Libra and Capricorn. They go after what they want. They initiate a season. Beginning of summer in the northern hemisphere, beginning of winter in the southern hemisphere. It's the first sign of a season. Cancer goes after what it wants, but it also knows how to rest and receive. Receive the nourishment of food, receive affection from our loved ones, receive compliments, receive care, receive money, receive pleasure.

So making sure that you set aside time and space even every day, taking a lie down, laying flat on the ground, just breathing and receiving and relaxing your body. Because what that does is it sets you up energetically to receive more for the strategies and actions that you put out there. So when you put something out there online, but then you never get in receiving mode, you're energetically deflecting money that's trying to make it to you because there's nowhere for it to be received. There's nowhere for it to land.

If you don't do any strategy, don't put anything out there and there's no links to how people can pay you or no new eyes are seeing your work, it's also going to be hard to receive. So it's that balance of I go after what I want. I put this offer out there, I put this, I designed this coaching package and I put it out there and I talk about it. How long does that have to take? Because I could definitely do that in under an hour.

I'm sure when we're newer, it takes a bit longer, but that's okay, right? Couple hours to design a coaching package or some kind of package that you're offering or you know, even less time to just put something you already have on flash sale, for example, or open up an extended payment plan. You just make it, right?

I can take something that already exists in my Kajabi and can create a new payment plan for it that's a ten pay and then just post about it and talk about it. That might take me 10 minutes, right? So it doesn't have to be this exhausting thing. And if I do that and then I get into relaxation mode and receptivity, go to the park, lay on a blanket, listen to music, listen to binaural beats, just rest and stretch, eat some blueberries, drink something yummy.

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Then I'm energetically open to receive. And so it's like finding that balance and working with those energies within yourself. Some of us are naturally more in a masculine, masculine essence. Some of us are naturally more in a feminine essence, regardless of our gender. Sometimes we've overdeveloped one like, you know, I was really overdeveloped in masculine energy and I was really guarded and shielded and like that.

So I really had to learn to melt into my feminine more. And it's so funny because I'm in the launch of Turn Up the Heat right now. And today has been the best day of the launch at over \$7,000 for the day cash received in U.S. dollars. And it's really funny because today is Saturday and I am going to start my period any moment now.

The Sun in Cancer is exact on my Chiron, which tends to be a day that kind of feels very PMSy anyway, like when the sun is illuminating Chiron, which is like your deepest wound and you're, you know, this deep painful wound that we all have. It's in a different place on our charts and mine's in Cancer. And I had all this stuff coming up like deep, like personal, like PTSD stuff.

And I was just like, all right, like, it's Saturday. You know, I'm not going to stress about my launch. I'm going to just do what I need to do. Never put on makeup. I skipped my morning routine. I didn't go for my normal walk I do in the morning. Right. I don't do my walk in the morning all the time.

But I just have like a daily walk and I just yeah, it just took a totally different route today. And I didn't force myself to do anything because I needed to allow my emotional processes and honour what my body was feeling and honor this feminine part of me that just wanted to swirl around in my feelings today.

And it was pouring rain and I was cuddling with my cat and I was eating so much food, like ordered three mains from Uber eats, like just for me and for leftovers tomorrow as well. And I just was like this. I just thought it was hilarious. And I just posted a few stories and it was over \$7,000 cash received US dollar day so far.

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And it was just so funny to see that because other days I was trying more and I, my energy was more like, give, give, give, give, give when really it's that balance between I give and I put it out there and I let people know what's up.

And then I get in receiving energy so that I'm energetically available to receive these clients, to receive these amazing new souls, and to Turn Up the Heat, to receive the amazing new souls who signed up for the mastermind tier of Turn Up the Heat, which is a one month Voxer mastermind, where people are going to get coaching from me Tuesday to Friday in an intimate group.

So if this is still available when you're watching this, you can check the show notes for links to like any of the things that I mentioned. And it's such a great reminder for me, especially with the sun on my Chiron, which means I have personally as a Chiron in Cancer person, wounds around nourishing and nurturing myself and feeling safe in this world.

And so to relax into it, to relax in and not worry about the launch and trust what's going on, and trust that I can care for my body, I can nurture and nourish myself. And I still showed up on stories a little bit, just very casually, without stress, without pressure. I gave from my overflow from a cup that was overflowing because I was actually allowing myself to recharge.

So, so great to experience that again firsthand because I can really benefit personally from those reminders. It was like, Oh, it's almost like the universe is trying to tell me something like Take care of yourself, and your business will thrive even more than when you're like, Push, push, push, push. So Cancer season, all the tips. I don't even know how many tips I just gave there, but I hope that this has been valuable for you.

I hope that this has been nourishing and nurturing for you. And just remember, your highest timeline of success won't come at the expense of your own nourishment. It works together. They work together. And it's all about that beautiful balance and that beautiful dance. So I wish you a beautiful start to this new season. We've made it through the solstice portal.

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So much magic is ahead of us. We're halfway through the year at the time that I'm recording this, and so much is possible for us. So take this time to actually slow down, go within, reflect on what it is that you're emotionally desiring, what it is that's going to bring emotional fulfillment and that sense of safety and prioritize nourishing and nurturing yourself.

And that's actually going to be very complementary to all the big goals that we have, the legacies we're here to create, and the wealth that we are destined to generate. Thank you so much for listening and take care.