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WITH AYESHA DURRANI

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Episode 29

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, love. I am dropping in for a quick little business insight, a little pearls of wisdom that came through in a client call that I just got off of with a dear, dear private client and someone who's worked with me in a variety of ways: programs, masterminds, and now doing a private client work together.

And something that came through into this episode that I really want to share with you is, if the concept of marketing, if the word marketing does not turn you on, does not ignite you, if it feels restrictive to you, it feels like something you don't want to do. If it feels like something you have to force yourself to do.

You have my permission. You have not - that you need my permission. You have permission to remove that word from your vocabulary. You have permission to rewrite, rename and redefine any word that is not serving what you desire to experience. So if what you desire to experience is that you're sharing your work with the world, your work and your message and your insights are having a positive impact, not just when you're in your client calls or when you're doing what you do in your business, but also just in general for anyone to come across, for anyone to benefit from.

If you want to be a lighthouse that's sharing your light and attract people to you who want to be in exchange with you, they want to hire you. They're ready to change their lives and ready to go after their big dreams. And they want your support in their life. They want your empowerment. They want your

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guidance. If you want to experience a thriving, sustainable business that is bringing in prosperity, bringing in abundance, bringing in money while you do what you love, being in charge of your schedule, working with amazing people that you are just so honoured to work with.

If you want that experience, yet your relationship with the word marketing is not one that helps you have that experience. Guess what? You have the power to change that and you are actually the only one responsible for changing that. So if we just think, okay, I don't like marketing. It's like this necessary evil that I have to do in order to get clients. It's something that I just, I should do it. I should do it more. I'm not doing it enough.

That is not a sexy vibe. That vibe is not aligned with that reality that I was just describing, with those desires that I was just describing. So we're not going to get those things we desire by engaging with something which has such a different frequency.

We're not going to get the life of freedom and abundance and inspiration, feeling fulfilled and next level leadership. We're not going to be in that reality through doing things that we have to force ourselves to do, through doing things that don't feel good to us, through doing things that a part of us thinks is inauthentic or a part of us thinks, is this, this thing we just have to do.

And we're doing it despite ourselves, or we're not doing it. Because what most likely happens is when people have a negative connotation with the word marketing, they tend to hold themselves back from doing it because people are good people. People in this business who are spiritual, who are doing their soul business work, who are wanting to get on that path, like they don't want to do something that doesn't align with them.

But if you just think, Well, it's just something I have to do, you could actually change that by just redefining what marketing means to you. So what if, instead of marketing means making content in a, you know, producing content, fabricating content, maybe just pumping out content like a content factory, right? That doesn't sound organic, that doesn't feel real.

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But we can sometimes approach it this way that marketing is like, I need to do these things. I need to do them in exactly this way. And it's something that I need to do to sell. And maybe we even have a part in. If you hear some meowing in the background, maybe I'll just open the door for my cat quickly.

Okay. Let my cat in. And now she probably will want to go out a second later. Yeah, she's already scratching the door to try and go out. Excuse me, sweetheart. Okay, we get to define what marketing means to us, and we don't even have to use that word if we are not turned on by it. So what if, instead of doing marketing, we were connecting with our people?

What if instead of making our marketing materials, we were expressing ourselves? So some suggestions that came through for this client that I want to just overflow and share with you guys is seeing that our work, like our writing, our insights, our ideas are downloads, the messages that we share online with people, the images that we share online with people, our mediums of connection, they are ways that we are gifting to the collective.

They are ways that we're contributing to the new Earth that we want to see. They are ways that we're inspiring people, helping people feel less alone. Giving people value, giving them aha moments, helping them create the shift that they want to create. Helping them go down the path that they want to get on. And what an honour it is that we have the ability and privilege to do that and to actually reach people in ways we weren't able to reach people 20 years ago and that many of those people are actually going to be attracted towards us.

Another way of looking at what we're doing when we sit and we take the time to make a piece of writing or record a podcast episode or record a reel or do some graphic design on Canva is it's a form of our self-expression. So as we express ourselves, the writing that we put out, the graphics, the video that we put out, the podcast, they're encoded with our essence.

They're encoded with the energy in which we engage with them with. So if we're engaging from a space of obligation, from a space of I just have to do this necessary evil because it's just a part of business, but I wish I didn't have to do it. Guess what? Your content is probably not going to have the full impact that it could have.

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It's probably not going to reach those true soul aligned clients because your soul aligned clients are not really attracted to that vibe. No one's are. Right. So it's really in our best interest to clean up the energy around marketing. And part of that may be just not using that word. Use something else. What if it's creative self-expression? What if it's gifting to the collective? What if it's high service with a capital S?

And another little nice kind of side effect of this is, you know, I have a lot of conversations with people because I serve people who are scaling and stabilizing six figure. I also serve people who are already multiple six figures in their business. I serve leaders in the seven and eight figure ballpark as well.

And what we find all across the board is people want to be in service. And when people are first raising prices to more high ticket prices and they're in the scaling journey, they will ask me sometimes like, well, I want to raise my prices, but I want to still be accessible to people.

We don't have to worry about every single offer of ours being accessible to everyone. I only take 2 to 4 private clients per year in my private coaching; that should not be accessible to everyone. That would be extremely overwhelming for me to have to choose between people. That is, you know, my highest, highest ticket item because my time, my 1 to 1 time is the most valuable thing that I've got.

I'm not going to get that time back. I can always make more money, but I'm not going to get that time back. So we don't have to worry about every single offer being accessible to everyone when in our platforms we're already gifting value to absolutely everyone for free. We're gifting our work, we're gifting our insights, we're giving our ideas, we're gifting our unique way of thinking, our unique understanding that we gain our unique wisdom, that our journey that can never be replicated has given to us through our process and through our unique journey and things that we have faced.

We're gifting that to the collective through social media, which is reaching people all over the world. We're creating impact, positive impact on people that not everyone's going to write a letter about it to you, not everyone's going to comment to you about it. Not everyone's going to message you about it and tell you how they change, how you change their life, even if that's just that little pep in their step that helps them get on a different trajectory for their day, even if it's an aha moment that helped them

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realize maybe later that maybe they're ready for therapy or they're ready to go after something that they want to do or they're ready to get out of a toxic relationship.

You don't know the impact that your work can have out there. And guess what? A bunch of those people are going to be attracted towards you to hire you, to work with you, to see what your business is all about. So yes, we get to attract people in, but we also get to serve people without doing free sessions and being in the broke healer paradigm.

So I'm not about the broke healer paradigm, but I'm also not about gatekeeping information. That's why I'm very generous with what I share for free. And it's not like I'm like, Oh, I'm so selfless. I'm like giving this away for kicks. I know, this benefits me. I know this benefits my business.

This is part of my thriving business ecosystem. I gift very generously on my podcast. My IG. Loves, my Instagram posts or all of my Instagram posts are like a little book, you know, they're so overflowing with so much value because that's just how I write. Like, I just have a lot to say and I know it's achieving me actually gifting to the collective to people who could not afford to work with me at my highest level or just don't want that.

They're just not into investing in themselves yet. Maybe for whatever reason, I don't even care what the reasons are. People get to access that for free. And that's part of my greater contribution to the evolution of consciousness and creating the new Earth. My content gets to be a part of that. It gets to get something because it gives something to that.

At the same time, it's attracting people into my world. When I open up doors to the Mystic Mind, my next year, when we reveal the full branding for the Temple, when we open up the Star Stream, which this is my new product suite, my three new core offers that are coming up, my free content gets to actually nurture people in my audience.

This is why I don't do sales calls, because people who know they want to work with me know they want to work with me. Because if you listen to my podcast and you don't know if you want to work

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with me yet, like I don't know what a call with me is really going to do, I'm not available for those free calls.

So our sharing of our voice and our message is so much more than just quote unquote marketing, right? If that doesn't turn you on, if that doesn't feel good, and if that lack of turn on has become an obstacle, where here is you and your beautiful work and your beautiful heart and your beautiful medicine. And then outside is this audience of people and people who are meant to be impacted by you and people who are, you know, have to gain and benefit from exactly what you know right now.

But in between you and them is this obstacle of this invisible forcefield wall that's like marketing sucks and that's preventing you from reaching people and that's preventing those people from finding you and coming to you and entering the world, then take responsibility for it and call it something else. Clean up your energy around it, get over feeling so resistant to it.

Redefine what it means to you. Redefine what you're doing when you sit at your keyboard and you're sharing something with people. Redefine what it means when you're recording a reel. Are you just doing it because it's trendy and someone told you that you should? And if so, why would you want to live in that world? Why would you want to live in that reality?

Do it because it's fun and it's reaching people and it's a unique way of people finding you? And it's a unique way of a medium to share your insight and what you got, what you got to give, right. So it actually comes from this place of beautiful generosity, but we receive so much for it. So instead of spending time for me personally on free sales calls, instead I create content and podcast episodes that could live for years.

You know, someone can listen to this episode three years from now and be like, What is she up to right now? And check me out online and book a session with me right there that day without me having to be in giving of my 1 to 1 time. So if you feel like you don't have time for sharing your work in these platforms, which we're so lucky to have that privilege, then I would really check yourself and ask, What are you spending your time on?

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What are you putting your time and resources towards? If it's working for you, awesome. If you're really happy, 100% happy with the results. Sweet. But if not, there could be something for you here. You know, if you clicked on this episode, there could be something for you here. We don't have to call it marketing. We don't have to call it I'm creating content.

It's like, how about I'm expressing myself? And that self-expression is rippling throughout the collective on the interconnected web that connects us all. Where my social media platform happens to be, that gives me the opportunity to meet every client that I've ever had other than, you know, people that knew me in person. But every other client came from social media.

So I feel like I said what I need to say. I'm actually about to go on a little getaway. I'm actually going out to a beautiful nature spot in the mountains, so I need to get going. I'm really glad I made time to record this and let this be a reminder, guys, if you have a beautiful breakthrough and something really magical that comes up in a client call or in a mastermind call that you run or something like that, if you can just get that out to your people just in a nice, useful and fun way while you're still in that energy.

That is a vibe and that is going to serve you big time. Like this tip. That one tip right there is a game changer every single day. So I'm just giving you that. I'll let you enjoy that, let you work with that and I will see you next time. And by the way, if you're like, Man, I want to work with her on social media. I want to work with her on sales. I do have two programs.

One's called Sacred Social Media and one is called Sacred Sales Ascension. These are strategy heavy outcome focused programs on sales and social media with a lot of energetics and magnetism and manifestation interwoven as well. You can get these a la carte. I am currently recording this around our Black Friday sales so that may be available.

If it is, it will be in the shownotes links or in the show notes anyway. And these are included as part of The Temple, which is my brand new mastermind. For people scaling to and stabilizing six figures and beyond. So we have people in there who are stabilized at multiple six figures. We have people in there who are scaling to their first six figures and we have people in there who are beginning their businesses

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and they're just launching those vital strategy and energetics pieces and coaching from me in a mastermind twice a month.

They are wanting that right at the start of their business, which I think is absolutely a game changer and putting them on the trajectory of success right from the get go. So all that information is down in the show notes. The Temple is my favorite space and it has my full business Energetics and Strategy product suite. So you don't have to choose between things. That also includes every program that comes out during our year together as well.

So I'm going to just wrap up there, wish you guys an amazing rest of your day, night, week, weekend, whatever, whenever you're listening to this and I will talk to you later. So much love.