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with Agesha Durrani

Episode 42

Hello beautiful humans. Welcome back to another episode. I'm so excited for today's topic. You know what? I bet I say that at the beginning of every episode. If you go back, I'm pretty sure I probably say that in literally every intro, but it is true every time. And I am really excited to bring this to you guys, because this topic has been very alive in my conversations with my clients, in all of my different programs, my memberships.

And it's an ongoing, really important topic for those of us in the online entrepreneurship space. I also had done a poll a little while back with a few like topics, and this was the second highest voted one. The first was the neurodivergent and entrepreneurship topic, and there will be more on that topic, but I'm just letting that ripen a little bit more since it has been less than one year since my diagnosis.

So I'm just allowing that to deepen, and there's naturally going to be a lot more that we bring as that fruit continues to ripen. But today's topic is everyone's favourite. Right, right. Social media. So I want to talk about navigating the algorithm. I want to share my experiences with being shadowbanned. And I want to just share, you know, what I've learned in having a successful organic business over the last four years, where Instagram was my primary platform for connecting with my soul aligned clients and all the changes that have occurred.

So I want to talk about engagement, and I want to talk about how we can support each other in a reciprocal way on social media. Let's start with that piece, because I very much feel that and this was a big something I shared. I shared something very deep on this topic in my stories today, which is what inspired me to record this podcast as well.

Social media is based on, rooted in reciprocity. So when we approach social media and we approach our platforms with this energy of I'm doing this to get something, I'm doing this to get clients, I'm doing

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this to get people's eyes on my work. I'm doing this to get money. I'm doing this to get ahead. That energy is not the vibe of like an infinity symbol, where we are giving and we're not truly receiving.

So I want to say that right at the beginning of this episode, because that's a really key part of my relationship with social media. Since I first started on Instagram, which has been my main platform and organically grew to over 36,000 people following me, and it's been all that I really needed for over \$2 million in revenue and so many amazing opportunities, like speaking opportunities internationally and just like all of the most amazing things that came through my business came through Instagram, even my most high profile podcast interviews, like being on the Manifestation Babe podcast.

They invited me after finding me somehow on Instagram. So Instagram has really been the spot for me. And I always started with this energy of what can I give? And it's not from an, okay, sometimes it had been from a place of over giving a little bit later on, but at the beginning when I was just bright eyed, bushy tailed, just totally innocent and in this energy of like, oh my God, I want to share what I love.

That energy worked really well and it was very pure. And it wasn't coming from an over giving place. Later on we got down a little workaholic side quest, but I needed that experience to heal some of my deeper things. So it was all good and it was all perfect. But when we are approaching Instagram in this place of almost like gatekeeping with holding, not wanting to give anything too good, and then we're not really getting the results that we want, that's definitely something to look at.

You know, if the attitude is, because a lot of people in different spaces, especially those who are starting out who haven't yet clicked into a really solid flow of revenue streaming and through their business, streaming in multiple different income streams, new clients, like just fresh energy, like entering and cycling into the ecosystem that is their business to the garden that is their business, as a normal thing, as a normal experience for them.

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If you're not experiencing that, I really want you to ask yourself, what is your attitude towards social media? Because for a lot of people, their attitude towards social media, a lot of people who have not clicked in to a soulful, thriving, prosperous, like steady, stable success with their business, their attitude around it is one that's a little bit bitter.

It's a little bit like begrudging, like, oh, I wish I didn't have to do this, but I have to make content. I have to pump this content out, but I wish I didn't have to and I don't really want to be doing it. And like, how's that going for you? You know, if that's your attitude, how's that working out for you?

Because on an energetic level, which if you're here, you're someone who's tuned in to subtle energies, and if you're here, you're someone who understands. We live in an inherently spiritual and energetic and quantum existence that energy engaging with social media in that way is not going to click you into a beautiful, flowing infinity symbol of, give and take of sharing and receiving.

So that's just something I wanted to say right off the bat, is our mindset around if we're seeing it as a chore, seeing it as a necessary evil, seeing it as something we quote unquote have to do. No one's making you do it. No one is making you enter the entrepreneurship path. No one is making you be an online entrepreneur. No one is making you use Instagram.

So if you're going to choose it, fucking choose it, fucking choose it, choose it, and take responsibility for your experience of it. Because you get to engage with social media in a way that is artistry, self-expression, in a way that feels expansive, in a way that celebrates your beauty, in a way that celebrates and expresses your unique esthetic in a way that is a vehicle and a medium for your voice and your thoughts and your insights and the years that you spent cultivating whatever it is, whatever is your medicine that you're offering people.

Because that's how I see social media. That doesn't mean my relationship with social media is perfect, and I will get into some of that stuff. But just first and foremost, if you're approaching it like a chore,

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like an obligation, like something you don't really want to be doing, but like there's an invisible gun to your head forcing you to do it, or like it's a necessary evil to get the things that you think it's going to give you because you want to have it online business.

I'm exaggerating it, but that's because I'm exaggerating it to make a point. So first and foremost, are you engaging with social media with a mindset that is aligned with how you desire to experience it? So if you desire to experience it as a medium of self expression, of creativity and of connection, first and foremost, right?

Social media, right. Interpersonal relationships is connection. If you want to experience it like that, then don't approach it like a fucking obligation. Because if we think about a relationship, if someone's hanging out with us out of obligation, if someone's showing up out of obligation, but they don't really want to be there, they just think that they have to.

That's not magnetic, boo. That's not a that's not a match for your soul aligned clients. That's a match for nightmare clients. That's a match for the type of client you probably don't even want to have. so first and foremost, there's that piece of it.

Next thing that I want to talk about is strategy. We want to complement the energy of our creative self-expression and all of this connection and authenticity that we're bringing. We want to complement that with strategy. So what that means is our socials. Yes, it's a place of self-expression, but it's not my diary. It's not where I just vent out my unprocessed, raw wounding. It's not where I air out my triggers. It is a place that is first and foremost, it is rooted in authenticity, is rooted in heart, rooted in soul.

But I wouldn't have my same account if not for my business, you know? So ultimately it is an expression and a wing almost of my business. So I keep it, by my definition of, professional. So what that means is when I do bring raw and personal shares, I have a whole podcast episode about this called How Vulnerable is Too Vulnerable.

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When I do bring stuff like that, my level of professionalism means that I've processed it enough to know when something is a raw wound, or when something has actually distilled into value for my audience, for example. Right. And we are redefining professionalism right now, like this generation almost. It's not based on age, but this current emerging paradigm of business, we are redefining what professionalism means.

So what that is, it's not someone else's old paradigm, perfectly polished. You never, you know, you're just keeping it high vibe all the time, blah blah blah. Keeping it high vibe all the time. Sounds like a fucking prison to me. I'm a pass on that. I totally, completely pass on that. But in accordance with what I consider to be professionalism, which is that I'm not spewing unprocessed trauma on people in my, in my platform, because ultimately my platform is here to serve and inspire and empower.

I make sure that personal shares are distilled. And so there's that part. But the strategy piece is we are sharing things in a way that aligns with inviting and leading people through our offer suite as well. Right? Not every single I don't believe every single post needs to have a call to action, though. I definitely think if you're not seeing a lot of sales and you're not doing a lot of calls to action, I do think that those are correlated.

So I think consistent calls to action are really important. So what I mean by that is inviting people into your stuff, right. So you're creating a post. You're offering something on this platform. This platform is a wing of your business. It's almost like the storefront or the shop front of your business. You get to decorate it however you want.

You get to fill it with your authentic vibes. But ultimately, the reason why it's there is to invite people into your work so that they can have the transformation or whatever it is that you're offering gives them. Right? So we want to be consistently inviting people. So when you share something, it's valuable, it's concise.

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It's not a rambly personal, just like raw trauma kind of thing. It's something that's thought out. It's something that's integrated. It's something that's coming from your embodiment. And then that's complemented with strategies like putting a call to action at the end to an offer that is related to that share. So even if it's a personal share about your story, if you offer some kind of service, you could be sharing how that transformation that you went through or the realization or breakthrough that you had is something that you also help your clients through in this product, in this package, in this single breakthrough session, whatever it is that you offer.

Other strategies we want to be aware of is hashtag strategy. And that is something that does change a lot. I've been playing a lot with using less hashtags, using like less than 30, which is the max. I like to just consistently I mean, I could do a whole masterclass on just hashtags, but I like to just consistently keep my eye out for hashtags that seem cool.

And the main tip that I'll give here on it is to actually look at the hashtag yourself. Don't just use it because it sounds good, but actually click on the hashtag and look at what's posted there. Maybe engage in some of the accounts in there so that you're actually once again, it's about reciprocity. So do you want to just use the hashtag so it can give you traffic.

Or are you also actually engaging in that hashtag yourself as well? Because that would mean if the hashtags are helping the algorithm know where to organize us and how to categorize our account. And let's say I use hashtag astrology, right? I don't recommend using hashtag astrology. It's a huge hashtag. I do use it, but when you have, not that my account is very big, but I don't recommend starting with super, super big hashtags.

But let's say you're using a certain hashtag, right? Let's use hashtag solopreneur. That's a hashtag that I would like to use for a while. Solopreneur. It's like entrepreneur, but it's solopreneur might not. I don't know when you're listening to this. It might not be a good hashtag anymore. I'm just using it as a hypothetical. So let's say I'm using the hashtag solopreneur.

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I'm using that because I like on an algorithm level, I'm trying to tell the algorithm, hey, I'm associated with solopreneur stuff. I am part of the solopreneur club. So when people are looking at solopreneur, like, send them over my way. But if we just want to be associated with that club, so to speak, without actually being in that club and engaging in that club, we just want to receive the benefits without actually being in that area is just not.

It's just not the full potential that we could be having, because when we actually engage in a hashtag, that's also what's communicating to the algorithm that we are part of that club. So this is some high level teachings, like the kind of stuff I teach in [Sacred Social Media](#). So I just really recommend, I won't go much deeper into this piece because I could just keep talking about this for hours.

But I recommend that you actually look at the hashtags that you're using and even look around and see what people are posting. Do you want to be associated with that or not? So, for example, the hashtag Law of Attraction is a fucking nightmare. Like I would not want to be associated with it. Looks like just bots upon bots upon bots upon cliches, upon cliches.

It looks like AI making it or something I don't know, there's no part of me that wants my brand to be associated with hashtag Law of Attraction, even if I'm making content about the Law of Attraction. So that's the thing with hashtags is not just what you think is relevant. You have to actually look at the hashtag and see does this align with my work, and does this also align with the type of client I want to attract?

Other strategies that we want to compliment our social media usage are really really important. Especially like this is a huge tip for engagement. And that's something that quite a lot of people have been experiencing, lower engagement lately. In 2024, there's been a lot of algorithm changes, and I've definitely noticed that as well and experienced that as well.

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So something that's really helpful for that is, and by the way, I didn't say at the beginning this is very Instagram Focus. I'll put that in the title so that it's clear. So if someone was listening to this for Facebook strategy, they're not getting anything, I really don't really use Facebook for business. We do put some stuff that I wrote on Instagram, on Facebook. But I'm not the one to teach like Facebook business strategy.

So back to the Instagram stuff. When we use the tools that Instagram offers us to use, that is good for engagement. So what I mean by that is when Instagram adds a new, like sticker thing, there's like the poll, there's the slidey thing, there's doing a question box, anything where people are engaging with a little tool or a little game that they give you, and sometimes they do new one.

So when Instagram offers a new feature, it's really good to use that new feature. So if you think about when reels first started and the people who jumped on that, there was a lot more opportunity for virality with reels when it first started. And then over time, people were seeing how successful it was for other people.

And now more and more and more people do reels and reels are still good, but they're not. There's not the same potential for virality that there was at the beginning. So whenever you see Instagram offering a new tool of some kind or a new feature, you want to just try that feature out. Because Instagram likes when you are using the things that it's offering, so you never know.

It could be something that ends up having a huge blow up or breakthrough for you. So if you ever see Instagram offering a new way of doing anything, just try it out. Just try it out because it's also good for you to learn things instead of resisting, because it might end up being something like reels. That was very, you know, game changing in a lot of ways.

And for a lot of people, I'm not one to do, you know, the pointing reels or anything like that. But I do find that it is good to mix up the mediums that we're using and to not get into too much of a rigidity in

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the way that we make content, because flexibility and adaptability are really what is going to separate who is successful long term, consistently and long term, and who is not, because it's not hard for someone to have one breakthrough big month or one breakthrough big season, but especially these days.

What I'm noticing because, you know, the lot like 2023 and 2024 were real. Not exactly like initiatory. It was almost like a bit of a testing. And what I don't mean testing to see if we're good enough. I don't mean that, but a little bit of, like, testing the competency, testing the structural integrity of our businesses. So with algorithm changes, if we have all our eggs in one basket and then that algorithm wind flows the other way, a lot of people felt really disappointed. A lot of people, there were people who quit their businesses and gave up.

There were people who had a much, much, much lower year one year than based on the previous year, etc.. So I personally did it, and I've personally, every year since my business started has been higher than the year before, but the 2022 and 2023 were pretty close in revenue for me. 2022 was six, or, I should have looked at these numbers first.

I believe it was \$615,000 in US dollar revenue in 2022. And then 2023 was \$701,000. Gotta count that one in there, \$ 701,000 in revenue. So it wasn't a crazy, crazy difference like the years before that were more like exponential. But I also took a lot of time off in 2023. So I'm not one to like project I, and I don't suggest that we project slowness onto anything.

Oh, it's just slower now. People aren't buying as much now. That's not true. People are still buying all the time. All the time. People are breaking records in their businesses all the time. Still, it might be a little bit like clients and potential customers are more discerning now, and that's a good thing. So if we're willing to evolve and we're willing to be flexible and we're willing to be adaptable, we are going to have long term success.

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And I think that's the most important thing, like longevity in this journey. And if we put all our eggs in one basket and we're unwilling to be flexible and adaptable, it's going to lead to disappointment, right? So something with the whole Instagram and the algorithm changes is we can do the best that we can for sure, and we can always learn and that's good for us.

It's good for our evolution, it's good for our growth. It's good for our character development. Right? Like it's good for us becoming just better in all in so many different ways. But if we put all our eggs in one basket and we're not willing to adapt, it's just not really in service of the highest good. So some of the other things, in my opinion, when it comes to algorithm changes now, for me, just to share a little bit about my personal journey as well.

I have been shadow banned for the last eight months, ever since the attacks began in Palestine. I mean, the attacks began in Palestine in like 1948. It's nothing new at all. But since October 7th, when I was in Egypt, when I first started to speak on Palestine, and then things started to get more censored and a lot of people started to get shadow banned.

And, you know, there were times I tried to say things in like, use different characters to spell stuff. (for example, Gen0c1de) And then I just didn't give a fuck anymore. It's like, no, I'm not going to censor the way that I say Palestine. I'm not going to censor the way that I say Gaza.

So I have been long term shadow banned, it's been like eight months. It's probably been six months because they weren't instantly shadow banning people for saying those words. And yeah, it's been challenging and it's been a bit of an identity death for me because I've just, you know, always had thousands upon thousands of likes on a lot of my posts.

And now it's gotten a lot less. But the thing is, one I have grown and healed through reflecting on the parts of myself that were attached to that validation. That's probably the most important thing that

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happened. I actually have a little like notes, you know, the phone notes app. I have a little ongoing notepad on podcast ideas.

And one of the ones I wrote was, well, me being shadow banned was the best thing that ever happened to me. So we'll see. We'll see when that episode comes. But the personal healing from just letting go of that identity of, you know, I started my business during lockdown, and then I had a break up of a long term relationship.

And I really just threw myself into work. And like a lot of my identity as a successful person came in parallel to my identity as being someone recognized on Instagram. And I grew up as a child feeling unrecognized, invalidated, and invisible. So it was like all very, very enmeshed with my wounding. And so for me, having those like instant dopamine hits of just thousands upon thousands of people seeing my stuff, having that taken away in sometimes for some of my posts that I thought was some of my best work, reaching a fraction of the people that it used to reach, you know, on my stories, reaching a fraction of the people that it used to reach.

I had to let go of that identity. But at the same time, because my business is very robust, my business is a beast. My business is a thriving ecosystem. I knew that it was time for me to shift more into email, and so I actually did a program called [Email Magic](#). That was at the start of this year, and it was like one of the most fun programs everyone was loving.

My clients were like, I had no idea I could have so much fun talking about email. And it was so perfect. Like all the the collective conversation was so heavy and it's like, fuck it. Many of my clients as well, we're shadow banned for talking about Palestine. It's like we got to talk about email me like, all right, let's get it rolling.

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Let's get it going in a new way. Right. So let's adapt. Adapt it. Adaptation is good for our personal evolution. So when we see it as, oh, like, why is this happening? Or we feel victimized by that, it's like, yo, we're lucky we got whatever we got on Instagram anyway, to begin with, you know what I mean?

Like, I just think that life is not happening to us. It's happening for us, as cheesy as that is. And so when we adapt, we are literally evolve ING like we are literally not just our business, not just on the outside stuff. It's not just about sales, it's about who we are. And so I shifted more into email.

I expanded into my podcast. You know, that's another thing that I know people, if someone is willing to just keep listening to me blab on and on and tell my stories and share my weird things and like, be this, you know, unhinged, neurodivergent podcast host. And it's like a top 2% podcast. Sorry. I'm sorry to laugh.

It's just it's fucking amazing, actually. It's like, yo, I should be pouring more into this. So instead of continuously pouring in something where it feels like I'm not getting the results that I used to, it's like, cool, let's diversify a little bit. It's just like a stock portfolio. If you have everything invested in a certain cryptocurrency.

You don't want to do that. You don't want to have all your eggs in one basket. I've known people who've lost millions of dollars through doing that. But if you're diversified across different sectors, across different mediums of investment, you know, I'm literally invested in everything. Everything from real estate to stocks to crypto to fine art, straight up like fractional shares of fine art.

Diversification is just intelligent, is just smart. Okay. So when we're not getting the same results we used to get on Instagram, yes, there are ways that we are going to continually compliment and learn strategies. And that's the thing is that even though I have been shadow banned, I've still been consistent on Instagram. I've still been showing up for my people on there.

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I've still been getting new followers all the time. Sometimes the journey is flat, we're walking on flat ground and everything feels really easy. And then sometimes there's a hill and you're walking uphill and you're putting in more effort and maybe it's taking you longer to get somewhere, or maybe it's more challenging to get somewhere.

But does that mean it's not worth it? Does that mean it's not rewarding? Does that mean you shouldn't do it? In my opinion, absolutely not. What it meant for me is cool. I'm going to be strategic about how I use Instagram. Well, still speaking on the things that got me shadow banned because that's a non-negotiable for me in this particular situation.

For me personally, and at the same time, I'm going to do my best to get my work in front of people, right. So doing things like asking people to save and share more, ask like, I made some posts today about this is how you can basically, it was like this is how you can show me love if my work has resonated with you.

And this is another thing I wanted to share in this episode is how we can help one another. So if you have people you want to support and that they also can support you. Like engage with their content. So it's so easy to give a heart. It's so easy to reply to something.

It's so easy to react with the heart eyes in someone's story. It's so easy to make a comment. It's so easy to save and share. It's so easy to tag a friend. But when we're just in our lives, we don't often think about that. We can consume something and then not give anything back. And so that's what I was talking about in my stories today, that social media is about reciprocity.

So I've straight up been like, hey, yo, I'm shadow banned right now, so if my work resonates with you, I would love a comment. I would love for you to tag someone in the comments, I would love for you to blah blah blah blah blah and just by suggesting that people are like, oh yeah, sure, because it's so easy to do that, but everyone's in their own life, so, you know, it's okay to ask for what we want.

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And I'm only saying it if you resonate with my work, if my work has added something to your life, if my work has helped you had a breakthrough or Aha moment or inspiration or motivation, it's like, yeah, show me some love. I'm shadow banned right now. I appreciate that. And even things like ask them a question.

So instead of like, oh please give me a comment, be like, hey, what was your biggest breakthrough? What are you letting go at this full moon? What are you manifesting in this new cycle? Or what's your, goals in your next, you know, let's say you're a fitness coach, right? You make your questions relevant to your industry.

But let's say you're a fitness coach. What's your biggest challenge when it comes to being consistent at the gym? What's your favorite new recipe? What are you most looking for? You know, like start a conversation. So get that flow of energy going where you're giving energy. They're giving energy and it's just flow of energy instead of this stagnant energy where we're almost a demanding and disappointed little princesses like, oh, I didn't get any likes. I ain't getting this.

There's many things we can do about it. So we better be doing the things that we can do about it. No, we can't control the algorithm, but there's plenty of things we can do to stoke the algorithm fires. That's how I see the algorithm. I teach this in Sacred Social Media that I see it like a fire and there's like kindling, there's big logs, and the kindling is the little things, like the little engagement tools. And just asking people for support.

Right. So there's been times that I've had to repost something. And usually when I repost something, it's not the best for engagement. Like, if I made a post, there was a mistake. And then I have to repost it, I found personally - and according to Google it technically quote unquote allegedly makes no difference - but I have absolutely seen a difference. It's like I know when there's a difference. I've been at it for four years on Instagram, so I've seen this where I make a post, there's like a mistake or something and I need to, my Virgo South Node wants to correct it and I post it again and then I will.

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And sometimes there's glitches on Instagram as well. That was like this glitch that kept happening where the last three slides were repeated. And if you know, you know, it probably happened to you if you were posting around the same time because it was happening to a lot of people.

And I would share it to my story once it was finally posted and I would say I had to repost this three times, please show some love and just getting that extra energy, that extra kindling for the algorithm fire at the beginning of a post being posted is really important, because it sets it on a higher trajectory for overall higher reach. The more activity that happens in like the first few minutes and the first day, like the first few minutes, the first hour and the first day. It's really great to direct energy towards that post, and it gives it more of a chance to succeed on the algorithm.

I continue to do all the things that are good for my Instagram. My energy on Instagram collapsed in absolutely no way. I've been holding it down. Even shadow banned. And you know, it's July 1st right now. June was a \$60,000 cash month, US dollars. We doing good over here, shadow banned or not. So I'm not fucking using that as an excuse. And I recommend that you don't either. Even if you are a shadow banned, even if you are a shadow banned, we can still make it work for us. Higher likes doesn't necessarily mean more clients, because the people who are continually connecting with my work are probably my people who already are my clients, or most likely to become my clients anyway.

So it's like continuing to nurture the people who are there instead of only looking at, oh my God, such little reach. And it used to be this and blah blah blah blah. Who cares what it used to be? What can we do in this moment? What are our resources that we have available to us right now? What strategies can we implement right now to make things work for us? Because that's what's most interesting to me, is how can this work for me? And then at the same time, it's not having all our eggs in the Instagram basket, right? So I did start repurposing content on Facebook. I did start repurposing content on LinkedIn more.

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You know, the same things I put on Instagram. They get sent emails, Facebook, LinkedIn. And then there's my podcast. And then I also started my [Star Stream](#) membership, which is just such an amazing place for me to just flow my creative energy. And although that is a paid offer, people from the Star Stream are very likely to enter into the higher memberships.

Cosmic Legacy, which is my astrology for business mentorship, or the Temple, which is my full on all access pass. And deep, deep, deep like year long group coaching for Earth angels and business priestesses, mystics, those who are really, really serious and scaling to six figures, multiple six figures, even if they're starting from zero. We have so many different levels of people in the Temple, but we are united in our basically mystic energy, our priestess energy, our oracle energy, our artistry. Yeah, we're also here to make big waves with our business and have these ambitions.

So people from Star Stream, even though it's a paid offer, me pouring into there is actually really valuable for the growth of my business, because those people, that amazing group of like over 100 people in there who are active every single day are very likely to join a program or get a reading with me.

So it's been kind of nice to direct a lot more of my energy into my private spaces and into my existing client spaces instead. And so that way when I share on Instagram, it really is coming from this place of overflow, and it really is coming from this place of like what's going on behind the scenes. And my business is so rich and so deep and so abundant.

You know, basically the Star Stream gets a private podcast from me like five days a week, five plus audios get uploaded or recorded directly into the Star Stream throughout every single week, and they are often like 20 minutes long. So if you love my podcast, you should definitely check out Star Stream, but it's been so great to have that community and feed into that community and know that that is nourishing my business to a very, very, very high degree. Even if I'm not like posting every day on Instagram. You know?

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Ultimately we want to engage with social media in a way that aligns with what we desire to experience in our business. Do you desire for it to be a creative medium? Do you desire for social media to be a bridge between what happens inside of your work and inside of your sessions, and inside of your business, you know, informed and fortified by your journey with your whatever it is that is your medicine, or you're offering a bridge that connects people from wherever they are now in the outside world, wherever you are in the world, into entering into your world.

Because that's where social media gets to be. And all these things on shadow banning and algorithm changes. It's like, yo, no platform owes us favouring our accounts. No platform owes us our work getting shown to everyone. Is shadow banning fair? No it's not. It's fucking weird censorship. Guess what? Instagram's owned by Meta. It's a huge corporation that's not exactly like, you know, in service of the light.

Or maybe we're going to make it work for us, but we can't be little entitled Princesses like, oh, I'm not getting what I want here. We're not owed anything. We're not owed the ability to connect with soulmate clients all around the world for free on a platform that we didn't fucking make. I had nothing, you know what I mean?

Like, I didn't not make Instagram. Instagram doesn't owe me shit. So when we approach it being grateful for the opportunity that we do have, we're in an era where we don't have to pay for billboards, we don't have to pay for advertisement in magazines and newspapers, on benches, you know, on the side of a bus, like there's this amazing organic way to connect with clients.

And I think sometimes we can lose sight of how fucking miraculous that is. And what a privilege that is. So when we are rooted in that energy and we are willing to be flexible and adaptable, as things change, as things grow, as things evolve, that's a winning strategy for long term, soulful, nourishing, creative, fulfilling success. And that's what I'm interested in.

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with Ayesha Durrani

I'm not interested in the highest metrics at all times because I don't have that. And you know what? I never really did have that. I actually wrote a poem about this. I don't know if I can find it, I don't know, I posted it. I wasn't planning on sharing it on my podcast, but let me see if I can find it.

Okay, I wrote this poem in February of this year. I was not planning on reciting it in this podcast episode. Here we go.

I don't do pop astrology, I do depth.

I never went viral, I built steady.

I don't appease, pacify or mother. I speak to you at my level.

I don't compare or compete because I am in my own lane and I love it here.

In the cycles and seasons of the online space, I let the trends pass me by as my essence, so rich in depth and flavor, is still blazing

(That's a reference to a song by Damian Marley. It's like a song about smoking weed. But anyway)

Real recognize real from day one, and I feel you out there.

Those that stand tall in the truth. Those that stand out from the crowd.

I see your magic life unfolding, led by your unique inner compass.

I feel it in your energy that you know who you are. That you stand in integrity. That you won't settle for less... than destiny.

With love from Egypt, Ayesha.

Oh, it was actually October 8th at 1am that I wrote this. I see that the note was dated for February because I reopened it on that day. so yeah, that was my poem written October 8th, 2023 at 1am at a very powerful and potent and important time. And I just wanted to share that because I never went viral. And when it comes to trends, we can utilize them, we can engage with them in a strategic way. But you don't have to. You don't have to live a life of just jumping on trend after trend. Remaining

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rooted, remaining true in your essence that creates deep connections, that creates a sense of respect and a sense of trust. And I'm so honoured that people feel, oh, I just looked up and it's 11:11.

Oh yeah, I'm recording this at 11:11 p.m. right now. I am so honoured that people have this, years now of a relationship with me, whether they are paid clients or whether they've just been engaged in my work and supporting my work in any way from a like a comment, a share, a DM, an email to me sharing how my work has impacted them, the people who have come up to me in person and shared these things to my face.

Coming up to me at a restaurant, at a table to come and share this to me in person. It's such a deep honour. And that's something that we only get to receive when we are in our authenticity, when we're really standing tall in our truth. It doesn't come from jumping on trends, and there's no pressure to jump on trends.

We can playfully engage with them using the little slidey thing, going out of your comfort zone and making reels. Yeah, it's good for you. It's good for your personal development sometimes to do the things that you're resisting. But overall we want what is real and so do your ideal clients. So let's de-pedestal the platform, the highest possible metrics possible all the time.

And let's reorient our direction to long term success, to respect entrust to being in our essence, to being authentic and to just standing tall like a solid oak tree. That yeah, the winds might blow, the storms might blow sometimes. But we're still here, growing and thriving, blazing. Right? So that's the vibe. Let's wrap up this podcast episode. It's kind of late over here.

Thank you so much for listening. I would love to hear if this resonated with you. I love when you guys share and tag me. I love when you guys share the podcast episodes, and I'm just so just grateful and lucky to be here. And thank you for listening to my poem that I spontaneously shared, giving you big blessings and lots of love. And I'll see you in the next episode.