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with Agesha Durrani

Episode 45

Hello beautiful soul, and welcome back to the Oath Oracle podcast. I got a potent one for you that I think a lot of people out there need to hear. This has been coming up a lot in my client spaces, so I thought I would come on to my podcast and record this one just for you, because the online business space is going to be a better place the more people that get this.

You will see results in terms of sales, in terms of social growth, in terms of connection and inquiry. This is for you if you use Instagram, but also it absolutely applies to any platform where you have an opportunity to reach a lot of people with a wide net to really appeal to a wide audience, which calls in new people into your world.

So I don't exactly mean this advice for things like long form content, like our blog or even our email list necessarily, or our podcast. It's more about other platforms, which are where we attract a lot of the people that we send to those spaces. Like a lot of people that listen to my podcast know me first from Instagram.

Not everyone, that's for sure. It's not a hard and fast rule, but Instagram has been this amazing space where I've attracted so many incredible clients, collaborators, friends, and it's a place where I really was able to build my brand and get myself out there, which then flows into my podcast and supports my podcast as well. So what I want to say to you, I wanna say to anyone who feels like there could be better results coming through your Instagram or other social platform, TikTok, Facebook, maybe Facebook's is still has a little bit more of that privacy element, because you do need to have people on your friends list, but I'm talking more about the platforms where you can reach a lot of people like Instagram or TikTok, but it can apply to Facebook as well.

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And the advice is this: You're making it way harder than it has to be. When we approach Instagram with an energy of I need to make the most perfect post, the graphics have to be perfect. Everything I write has to be something that's never been said before.

I need to write everything I possibly can on this certain topic. It needs to be at such a high standard before I even go to post it. What that creates is, it creates a whole lot of nothing, because so many people are in this paralysis where they have these great ideas and they have all this magic that's happening inside of them, in their heart, in their mind, in their spirit, in their creative channel.

But because they're putting so much pressure on this certain caliber that they think they need to reach for something to be posted, they are actually sabotaging themselves. So it's low key. It's a form of self-sabotage when we're making it something that's going to take a whole bunch of time when we're making it, something that requires us to almost like we're submitting it as an assignment, and it's going to get graded right? Or approaching it like we are being paid a lot of money, and so many people are going to see this, and it has to be so good.

Now, I'm not saying it doesn't have to be good. I'm not saying that. But what I am saying is that what you think, what you know, your insights, your inspirations are going to help people out there in the world. And just those simple things, the simple things of something you talked about with your client, the simple things of something that came through in your journaling session, the simple things of a thought you had in the shower.

If you were in the practice of taking that inspiration and flowing it from inside of you to outside of you via the bridge of communication, writing your throat chakra onto the medium of your social platform. Then that insight gets to go inspire people. It gets to go activate people. It gets to go nurture potential clients. It gets to go help you build your brand because people can actually feel you.

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People can actually connect with you, and people are actually benefiting from what it is that you're sharing. But the things that you're keeping inside, things, you know, you want to make posts about, or a direction you know you want to go in your social media, when you have the pressure that it's got to be so perfect. Never been said before by anyone, which that's, we all have our own unique channel, and I am 100% against copying and regurgitating other people's words.

But at the same time, you know, when Neptune is retrograde, that's the planet of the mystic. Mercury going retrograde. It's like other astrologers are saying the same thing. So when we I'm saying this because this has come up with multiple clients where they're like, oh, everyone's already talking about that. And it's like, it's not about what other people are or are not doing.

It's about what is authentically coming through you and your channel. So when we are approaching Instagram in this very external focused way, like, what is everyone else doing? Do I have the right graphics or is it going to be so, so so perfect? When we're approaching it in that way, it takes all the fun out of it.

It takes the fun out of it. It feels restrictive, it feels heavy, it feels like tons of pressure and guess what we're likely to do? We're likely to avoid it. We're likely to make excuses. We're likely to get in the habit of not posting. So what's more important, especially if we're building or we're I mean, we're always building, right?

But especially in the earlier stages. Why stress yourself out on having this crazy perfect content when you have 50 followers? That's the perfect time to splash out and just be creative and be silly and have fun with it and let it be easy every day. You probably have so many valuable thoughts and insights and ideas. So it's really about creating the pathways, literally the neural pathways that help you to get in that flow with posting where it's like, oh, I have an idea, let me go share it with my people.

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And then that post gets to go out and literally see it like a beautiful ball of light, right? So the ball of light floats down from your higher self, sometimes straight from spirit, enters into your crown chakra, it moves through your third eye. You're thinking it, you're envisioning it. It moves down through your different energy centers and it wants to be expressed outside of you, wants to be expressed from your inner world and to be bridged with the whole world outside of you that is full of 8 billion of your potential clients and people that could be inspired by you and people you could make a positive impact on.

So then what a lot of people do is that idea comes and it gets stuck. It gets stuck in them because they are not having a clear flow of energy, because they are putting so much pressure on themselves. And their throat chakra is choked out because they have other wounds around communication, maybe Chiron in Gemini or the third house or something like that, because they have things they need to heal around being seen and expressing, but a lot of people are just ignoring all of those facts, are ignoring those indications that are actually helping to nudge you in the direction that would serve your evolution.

Right? By like, oh wow, I really am afraid to be seen. Let me go explore that. Let me open that up. Let me be committed to my growth here and let me lean in and evolve as a person through this. Because what happens is we can feel, listen. When your channel is full of all these ideas that you never give a place to go, they never flow out of you.

It's almost like your channel is full. So then what happens is you already kind of said no to those ideas. In a way, you rejected them because you didn't take them. You didn't pluck the fruit and make it real, by pluck the fruit. I'm referring to another podcast I did called How Vulnerable Is Too Vulnerable, which is also a content sharing podcast.

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You might want to check that out if you haven't heard that one, but I give the example of when the fruit is ripe as in the idea of the concept. Pick it and share it. Get in the habit of pick it and share it, pick it and share it. What a lot of people do is there's the fruit and they're like, oh, should I pick it?

Oh, I don't know. I don't know how am I going to share it? What are people going to think? Do I have time to make all the graphics? Should I do it like this? Then they end up just looking away and they just leave it there to basically rot on the vine or on the branch or whatever. I'm kind of mixing my metaphors here, but, you know, I think you're picking up what I'm putting down. Hopefully.

So then what happens is those people end up feeling like, what do I post? What should I post, what should I say? Because the channel, which is the connection between you and your higher self, is full of all of these like rejected mangoes that could have served someone, that could have inspired someone, that could have led to a direct sale right away, that could have led to someone entering your world and joining all the things with you.

But our little hang ups get in the way. But if we're here, if we're out here trying to help people with our work, we need to help ourselves first as well. We need to be our own best testimonial. We need to lead ourselves through those moments of self-doubt and discomfort. And we need to actually take a look at what's going on and not just look away.

So many people are just in the space of looking away from whatever is the issue that's blocking them from actually sharing more regularly, being consistent and having an amazing fucking business with dream clients. And then they're just constantly thinking I should post more, I should post more, I should be working on my business. Scrolling. Let me scroll, let me scroll. I should post more.

And it's such a waste of our precious life force energy. Our energy, our time and our attention are so, so, so valuable. So if you know that you want to be posting more, then have a little look, see, shine the light on to what is coming up for you when you go to post.

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And then just dissect that. Right? So if when you go to post you're like, oh, well, I don't have time, I don't have three hours to make a crazy post. There are people out here with seven figure per year businesses based on screenshots of their notes app. I've seen a couple people out there with seven figure per year businesses, million dollar per year businesses, and the majority of their content was written on their notes app, and they just take a screenshot of their notes app and they upload that.

So you really have no excuse. And sometimes we think having a high standard, of course, having a high standard is a good thing. It is, it is. I won't say it's not a good thing to have a high standard, but approaching it like it's the most high stakes job that you've ever done. And then it's like, what's the outcome of that?

What's the impact and the result of that choice? It might look good on paper or yeah, we'll have a really high standard. I want everything to be perfect. Sure. But what's the result of that? If the result is nothing gets done. You're not regularly seeing growth on your platform. You're not consistently having sales in your business. You know, you're not anywhere near your potential in terms of reaching people, making a name for yourself, having content that is reaching all the right people and converting into clients as well.

If you know there's so much more potential for you to grow there, it's like, look at the impact of that level of a high bar, because sometimes that high bar is really just good girl programming. Sometimes that high bar comes from school where we think we're going to be evaluated on everything. The impact of a post that never got posted, and maybe you tell yourself you'll do it later, but do you really?

Because then what tends to happen is more ideas come through in those old ones that could have struck gold, it could have gone viral, it could have led to a client, it could have had a whole bunch of people in the comments saying, like, I'm in tears right now. You're reading my mind. You know, those are the types of comments that I get a lot that I love, that make me so happy.

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Every post can have a life of its own. So when you have an insight, when you have an idea, even if it seems really simple to you, because the thing is, the things that you are going to offer when it comes to your services and the way that you help others, it is simple to you. Because if you weren't embodied in something, you shouldn't really be offering it, right?

So some things that might seem really, really simple to you can be absolutely mind blowing for someone else. I know so many people, especially in my membership, where it's like they're in the beginning stages of business. They have so much to offer, some of them doing in-person work for years with their mastery. And this is a woman who's in my current mastermind at the moment, been doing in-person work for years, so masterful, so masterful at what she does.

And now we are. I'm helping her to build that bridge from all of the magic and mastery she has inside of herself, to flowing that out onto platforms in a lighthearted way, because doing it in a heavy hearted way, that it feels like a burden and an obligation and there's so much pressure. What's the outcome of it? Is the outcome that you hardly post?

Because the whole thing, it feels like dread, you know, it's kind of like a dread frequency when we make it so serious. So like, yeah, Instagram is a social media. Of course we want things to look nice. And that's why we do things like we make some templates. We can spend one day and make like months and months worth of templates on Canva easily, right.

Like you make one and then you duplicate it and then you change a bunch of stuff up. I show people this in the Canva lab in my program Sacred Social Media, so you can set yourself up for that, but also, maybe you're like a mother of a young child or something like that. And, you know, maybe you just want to try out just being in a practice of, you have a thought. How fast can you get it out?

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It's not about rushing it, but it's about being like, oh, wow, this ripe fruit is here. Do you want to take this super ripe fruit and just save it for later? Have you ever done that with some fruit before? Because I have, and it doesn't always work out very well. It depends on the fruit, but it doesn't always work out very well.

It's ripe, it's juicy, it's organic, and it's right here and it's right now. I want to eat those cherries, baby. I don't want to put them over the side. Forget about them. Find them later. They're all, like, gross and liquidy. You know, that's what happens. So I want to really challenge you to see how easy it can be.

And guess what? I am embodying this right now myself. Because I was traveling, I was in Hawaii, I was doing all this amazing stuff, and I don't even know exactly when the last podcast episode that I uploaded was, and as I was coaching my client on this topic, the one who inspired this episode, I was thinking to myself, yeah, you're making a lot of sense.

All I need to do is sit on my computer, turn on the mic and start talking about something that is right for me to talk about. So if there's another topic I want to do for a podcast and I just don't quite feel ready to come through my channel, I can just pick something else that is ripe. So pick something you are embodied and pick something that does feel good to write about.

Pick something that you were just writing about in your journal. And as we keep the channel flowing, there's more space for more ideas. And the more that we take those inspirations and ideas. I don't care, guys, if it's a reel, I don't care if it's an hour and a half IG live. I don't care if it is a single post with one quote on it that you found to be powerful.

I don't care if it's a super informational carousel with ten slides and so many words. What I care about is is it alive? Does it feel alive? And when we have a fresh inspiration, it has an energy of aliveness. And when that energy of aliveness enters into the collective, that ball of light that I was mentioning before

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moves through us and moves through our throat, or it moves through our hands and it enters into the collective and it makes a ripple.

It could reach five people, it could reach 500 people, it could reach 5000 people. And some of those people have a soul contract to work with you. Some of those people have a soul contract that you are each part of each other's lives. Some of those people are going to share it with their friends. Some of those people are going to save it and look back on it later and journal on it and take a walk and contemplate it.

Or that ball can just get stuck inside of your channel, and it can start dimming out, and it can take up space where another idea could have already dropped in. And maybe that idea would have ended up being your next program where you have a five figure launch. Maybe that idea would have ended up being your next offering.

But instead, we don't want to get out of our way. We want to make it hard. We want to take it super seriously. We want to make it heavy. We make it dreadful. As if we're putting an assignment to school. And guess what? Everyone that listens to this podcast is a sacred rebel. So when you put rigid restrictions on yourself, guess what another part of you is going to do?

It's going to rebel against that. So it is literally just logic and objectivity to see how fun can you make it? How light can it be? How easy can it be? And you are capable of this. It's neuroplasticity. So as you challenge yourself. Invite yourself. Lean into my invitation I'm giving you right now of seeing what happens when you just have an idea and you go and post it.

Don't make it this big drama. Don't make it something that takes up your entire day. It could take you five minutes. It could take you ten, fifteen minutes. You can write it on your notes app and you can take a screenshot. You can take screenshots, throw a couple hashtags on there. Good little caption. Something from your heart. Done.

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We're so privileged that this is how we can find our clients in this day and age. We're not out here paying for billboards - while some people pay for billboards, totally cool. Maybe one day I'll pay for a billboard too; who knows? But we don't have to pay for advertising. No, we are so privileged. So when we complain about that, like it's this big chore and oh my God, like, I just don't know what to say and oh no, that frequency is so boring, is stale.

If you're really here to contribute to the collective rising of consciousness, and you're really here to inspire and empower others, how are you accomplishing that by keeping it all inside of yourself? So I want you, if you've resonated with this, to challenge yourself, to just let these transmissions out. So something that I like to laugh about with my clients is that oftentimes in my stories, and these are usually the stories I get the most views, like they'll just bump up to thousands and thousands of views.

And I've been shadowbanned for a while to you guys. So I saw my views go pretty low. But it's like these stories are still always so popular, because people love to know what's going on inside our heads. And it's the stories where it's just text. It's text of me just with a thought, with a realization I had.

And I just did some last night when I was in the bath, and I was not planning on doing that. That's the thing. It's like, I don't care if you have an inspiration, don't be like, oh, well, it's 9 p.m. and I'm already done work for the day or, oh, it's Sunday. So it's like, who cares?

We are beyond, we're beyond weekdays on the nine to five right? We get to be these artists and these visionaries and like we get to add our voice to this conversation. And people are really interested because everyone, human beings are so fascinating and so interesting and so rich. Right.

So I was in the bath, it was like 10 p.m. and I just put on some music, some piano music, lit a candle. Very chill. And then as soon as I made this space and by the way, I've been in a very, very, very busy couple of weeks. Some huge personal life things have been happening since I got back from Hawaii.

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Maybe I'll do a podcast episode about that. I actually shared on my Instagram about my experience in a narcissistic abusive relationship last year.

So that brought up a whole bunch of stuff for me to share. I found out some things that I didn't know that I had to then grieve and process through. And I also had just come back from Hawaii, and I'm about to go to Ireland and my place is all crazy, and I have so many things to do, and I even ended up having to set up a printer and a scanner today, in addition to everything else I was going to do.

And so last night I was like, I'm going to take a bath. Just clear my energy and sit in the void. And as soon as I made that space, these inspirations started dropping in and I got to write it and it was basically like, just almost my personal poetry.

It's kind of like a process, like it wasn't me doing a teaching moment. It was just me expressing myself and what I always do - this is the part I laugh with my clients about - is when I do these stories. If you ever see my IG stories, which if you're not, please follow me on IG at Oath.Oracle.

And there's a lot of gold in the stories that doesn't always make it to the feed. And so what I did, what I do is if you ever see in my stories that I have writing on and usually this is like my channeled writing or my transmissions about things. The background is kind of this red, black, brown, beige, white kind of combo of a gradient.

I just take a picture of my hand. I'm just taking a picture with my camera really close to my hand, and I'll move my hand around a bit and there'll be like a tiny bit of light that comes through and it makes a cool colour. Do you know why I do that? Because it makes it simpler than going through my photos and finding a gradient that I saved. I do that too.

So little tip. Also something I talk about in Sacred Social Media. I have folders on my phone and so sometimes you will see me post a story and there's a picture of silk in the background, or there's a

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picture of a panther in the background. And these are like my little, you know, they're the vibe of my brand.

But sometimes I don't want to take that step. I want to do it as easily as I possibly can. So I just take the photo of my hand and I just write on that, and then I'll do another slide and I'll take a different photo of my hand, because it just feels faster and easier like that, because I'm just ready to get the words out and not make it complicated.

And those stories got way more views on my other stories yesterday, because people want to know what the transmission is. When they see those words, they're like, oh, it's like a transmission here. It's different than some other types of stories that I do, and times that I've done that. Like there's an IG highlight on my Instagram called My Story and one day just it started coming through and it was just time.

This was in the beginning of my business, and it was just time to start sharing all these things about my story and my past that I had never shared online. And those also got thousands and thousands of views, which I hadn't, I don't think at that time, hit that level of views. So the point is, if I got that inspiration and I was like, yeah, I'll make this a post later, what do you think would have happened?

Probably get out of the bath. Totally forget it. Forget what I was going to even say. Added on to the pile of other ideas I said I would do later. It ends up at the bottom of the pile, right? Or, because there's so many things that came before it that I keep saying, I'm going to do it later.

So when you're in the practice of you're in the shower, an insight comes through. It's like when you get out of the shower, grab your phone and write it in your notes. It doesn't have to be the complete transmission, but you could write a few sentences that help you to find that idea again when you are ready to expand on it.

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So I really want to challenge you and I challenge myself as well. I challenge myself as well because my posts tend to be very long. I'm a very long form type of person. I have a lot to say, if you haven't noticed from my podcast. And I realize, sometimes I see other people that have a bigger following than me, people that are bigger than me in terms of their account and they'll just have one slide with one quote and I'm like, damn, that's not even that deep.

And I realize, man, if I was just letting myself like, let's say a couple times a week, have a post that was just one quote that could end up going viral because sometimes my posts are so long, you really got to sit down with your tea and really read it properly. And a lot of people don't have the attention span for that.

And maybe I would see tons of business growth by just allowing myself to just let out a few of these fire quotes that come through, you know, as I'm giving different transmissions in my business, and that could actually be really good for me. So I take this advice myself as well. Practice letting it be easy, because the more that you do that, you're going to start seeing results, and that's going to then feed the whole pattern as well.

It's going to fortify new neural pathways and new habits, and then you're not going to have to think about and stress about posting on Instagram, because it will be part of your normal flow. But until it's part of your normal flow, you do need to go out of your comfort zone a little bit and try different things and create these neural pathways.

And the way that you do it is by doing it. So challenge yourself. At least one time this week, if not twice this, I'm going to say challenge yourself that twice this week you have a super easy post. Whether that is you're just on a walk and then a thought crosses your mind and you write it in your notes and you take a screenshot and you just throw it up there.

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Obviously, you know, use a bit of strategy, put a few hashtags, some captions. It's not sloppy, but just let it flow. It flew in. It flew into you, you know, as an inspiration. Let it flow out, flow in, flow out. Like breathing. And once again, this is for me as well, because these days I've been in a season.

I'm going to make another podcast about this, about my 12th house perfection year, which is a year of healing and a year of really going inward. And yet I have a very public facing business. Or like, I mean, it's not that public facing, not like I'm actually known by that many people, but a lot more people than I ever thought would know who I am.

and I've, you know, been bringing that into balance. And so I've been really focusing on just my existing client spaces. And that's been really beautiful for me. I've had a lot of containers and masterminds and private coaching and stuff that got filled without ever reaching Instagram or the public eye because I invited my existing clients first.

And that's been really beautiful. But in these conversations I'm having every day with my clients, there's so much gold that comes out. And if I could just take a piece of those transmissions and find like one sentence, a few paragraphs, pieces of it that could just get easily put on a very simple yet classy carousel. Sometimes a white background with black text is all you need, and sometimes that actually looks way more elegant and elevated than a graphic with all these different layers and colors and fonts anyway.

So don't think about the effort and like making it hard. Think about the impact. A post that goes out there makes more impact than a post that never made it out of you and out of your channel because of our little hang ups right? So I hope this has inspired you.

Let me know how this resonated with you. I so appreciate your guys ratings and reviews. I so appreciate your shares on IG. Make sure you tag me if you share me, and then I will tag you back as well. And yeah, I'm fired up.

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There's a lot of treasure and a lot of magic inside each and every one of us. And the question is not am I saying something that has never been said before? Am I reinventing the wheel? Am I is everything I do an absolute 11 out of ten genius? The question is, could this insight, could your codes, could your knowledge benefit some of that 8 billion people out there?

And for me, that really puts it in perspective and helps me get out of my own way to get the message out there so it can have an actual impact and free up that space and create that movement in my energy and my channel as well. So thank you so much for listening, and I'll see you in the next episode.