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with

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Episode 2

(00:02) Hello loves and welcome back to the Aquarian Age Business Podcast. I want to talk about something today that a lot of people in the online business space have been talking about privately, but few people are talking about publicly. So let's get into it. This episode is called What the F is going on with online business. So let's talk about it.

What am I even referring to? I'm referring to a common experience that is happening to a lot of people in the online business space where business feels different the last couple of years. Let's say 2024, 2025, a lot of people are finding business more challenging. They're finding sales more challenging. They're finding social growth more challenging. And I have been kind of...

incubating this conversation a little bit through my own experiences. It's been a very transformative couple of years for me. And even in my previous podcast, like the previous iteration of my podcast, I was sharing about this and talking about the deaths and rebirths that I was going through from 2023. 2023 was my highest year in business, was just shy of a million Canadian dollars in revenue. So that was an amazing year for me business wise, but in terms of my personal life and my mental health, there was challenges and transformation that was happening in 2023 for me.

2024 and 2025, I've had conversations with people at every level of business, people that make multiple seven figures per year in business, like my own mentors or clients that come to me for readings and astrology services that are at that higher level of revenue. People that aren't just starting out, people that had hit maybe 80K, 100K years and were then finding it more challenging, people that tasted some five figure and multiple five figure months and were then finding it more challenging. And across the board in a lot of different, and by the way, I'm not saying every single person is experiencing this, cause that's definitely not the case.

There are people who are hitting personal bests all that kind of stuff right now. So just to caveat, it's not to project this on the entire collective, but why I want to bring this conversation is

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because this is such a common experience and people are afraid to talk about it because they're afraid to project that on reality.

People want to stay in Delululand about things like the economy, the political landscape of our crazy world and the messed up system that we are currently living within. And people want to have the blinders on, they want to close their ears, close their eyes, and just pretend like it's not happening and stay in our personal development manifestation spheres. Okay, so if you're someone who's noticed that and you don't vibe with that, that doesn't align with your values, you are in the right place because over here, we like to engage with reality.

And we actually, like one of my core values and my core, one of my core business values too, is that engaging with reality is the most spiritual thing that there is. To me, there is no leadership without engaging with the truth of reality. And sometimes that means things like recessions and wars and oppression that is going on.

Aquarian Age Business, we bring it all, all right? Because the Aquarian age is about changing the landscape of our world. It's about changing the way we be on this planet, not just individually, but collectively and systemically as well. So we talk about the systems here too, okay, by the way.

So a lot of people were finding that business was harder in this last year or two years, 2024 and 2025. A lot of people found that the things that used to work for them were not working as well or at all anymore. The strategies they were doing, the social media growth strategies, and all that kind of stuff. So I want to talk about what the F is going on and what does it mean for us.

First of all, the algorithm changes are not always in our favour. All right, once upon a time I used to have posts that regularly got like minimum a thousand likes, like no matter what, even when I had less followers than I do now, it was always minimum a thousand likes. Now that's not my minimum anymore. I still have posts that go up to like 3000 likes, which is awesome. I'm so grateful for that, especially now we're gonna talk about the gratitude piece. I'm so grateful for that. But back in the day, just like three years ago, my baseline or my lowest number of likes was a lot higher.

(04:34) The baseline of likes and engagement was a lot higher. And a lot of people have experienced this where types of content that used to hit really strongly were just not being favoured by the algorithm. Now we have a choice when it comes to these algorithm changes and the choice is to feel victimized and choose to reside in victimhood, right? The hood of

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victimhood. We can choose to reside there and we can cry about it and we can complain and we can be in an energy of disappointment.

or we can adapt and be in self leadership and versatility. Now, something that is important is that I'm not saying that you can never complain and that there's not a valid reason to feel disappointed or deflated when the things that we were doing that had this certain result are no longer giving us that result, but we're putting in the same amount of work, right? We're putting in the same amount of work, but getting less back.

I can resonate with that because I used to put out certain types of posts, like the real crowd pleaser posts on the full moon and new moon and stuff like that. And it was just very commonly, always, minimum one or 2,000 likes. now sometimes, now I'll celebrate 800 likes. And I know that number sounds amazing when you haven't hit those numbers, but when you used to get a lot more, there is still this feeling of, I put in so much love in that. I put in so much energy and love and care and thought into that post.

and we want to have those same results back that we used to have. But the thing is that when we carry that with us into the present moment, we end up carrying and encoding the future because the future is created in the now moment. All that truly exists is the now moment and the present moment. So when we drag along the past and we say,

I used to make higher sales. I used to get higher engagement. I used to have this many people sign up. I used to have this. I used to have that, da da da da da da. I used to go viral, whatever. When we drag that in with us to the now moment, we are encoding the future that is being created in the now moment. We are encoding that with the energetics of disappointment and lack. And like attracts like disappointment attracts more disappointment.

(06:47) So the solution, and this applies to sales, this applies to revenue, this applies to any measurable metric in business that used to be higher and now it's not, this applies to all of those, okay? So it's not about invalidating our feelings. That doesn't work, okay? Suppressing your very valid feelings of like, man, I put in so much love into this and I'm not getting back what I think is fair, what I would want to get back. I'm not having the outcome that I want.

So one of the big solutions and invitations that I have that is very cathartic and a way of alchemizing this energy and transmuting this energy is to create a space for you to feel your disappointment. To create a sacred container for yourself where you are maybe putting on some

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music, lighting a candle, sit at your altar if you work with an altar, and actually create the space to acknowledge your disappointment.

Because when we feel it come up and then we cram it down, what happens with anything that is suppressed or rejected or not welcomed and embraced by us is that it then operates out of the shadow. When things operate out of our shadow, that means it's operating from our subconscious and unconscious. And that is where we have more toxic behaviors. And we will start unconsciously encoding everything we do with an energy of lack, scarcity, and desperation. And that will never...

ever, ever, ever give you the result that you want. And it's definitely not the solution to dry periods of time or periods where the algorithms not favour you. That's what you're gonna then create is you create a feedback loop. And because you had an experience that had you feel in scarcity, lack, disappointment, whatever, and then you amplify those feelings when you act from that place, when you allow that scarcity and lack to be the fuel source that you're plugging into for what you then create in business and you actually create a feedback loop where you keep tumbling down in that direction.

And that's where some of it is external to us. We can't control the algorithm. There have been multiple algorithm changes that did not favour me, okay? Like multiple and I've grown on social media. Instagram is my main platform. And I'm trying different things. We're gonna talk about that. But Instagram was always my main

(09:12) place where I attracted clients and where I got my work out there and how I got speaking engagements and podcast invitations and all that kind of stuff. And when it started to not favour me as much because I was also speaking on social justice, I was speaking on what's going on in Palestine, like I was refusing to censor myself and bringing all of me in my values. And that wasn't always what the algorithm wanted to see or hear, right? So there were times that I felt like in a way we're being punished, right? It feels punitive.

It feels like we're being suppressed and we're out here expressing and we're putting work and time and thought and care and energy into creating this content that we make as an offering to the collective and a strategy for growing our businesses. And then it's not being favoured and we can feel disappointed about that. But if we don't create the space to take, okay, there's the things that are outside of our control, right? Like the algorithm changes, that's outside of our control.

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But then what a lot of people do is they neglect all of the things that are in their control and they end up amplifying. And now something happened outside of your control but then you're creating a feedback loop with taking action from a place of disappointment and lack and scarcity which is then becoming an ongoing self-fulfilling prophecy. So instead of noticing wow okay now there's this change, what the question I invite you to ask yourself is what is my responsibility - as in what is my ability to respond?

We always have an ability to respond in every situation, even the most extreme and craziest situation and most tragic situation you can imagine, there's always an ability to respond. There's always something within your power. And as soon as you disown that and reject that and just blame it all on this thing and just come from this energy of disappointment, you have given up your power.

If you're out here calling yourself a leader, if you're out here wanting to work on leadership and wanting to expand into your leadership - even just the leadership of your business. It doesn't mean I'm leading others and I'm on its big pedestal and they're looking at me as their leader. I'm not talking about that. I'm talking about being in leadership. Then I can guarantee you that your leadership will develop more through asking yourself the question, what is mine here and what is my ability to respond?

So if the algorithm's not favouring me,

(11:36) and I'm in an energy of scarcity and lack. And then that's encoding into the content that I make. And it's encoding into my business decisions. And I start making rash impulsive decisions. Let's put this on an 80 % discount and let's put this on a bargain bin over here, blah, blah. If I do that from that space, I'm actually just energizing that timeline of disappointment, lack and scarcity even more. I'm creating, actually, I am then investing into that potential reality with my energy and I'm feeding into it more.

One of the solutions - by the way if you're new here I tend to go on a lot of tangents so stick with me, I do always find the thread in the end no matter what. It's kind of my super power. So one of the solutions that is often sold to us in the online space where, there is all kinds of things in the online space right, okay there's people trying to sell you stuff all the time. Obviously there's people in integrity, there's people that's not in integrity and it's a whole thing right.

What a lot of people in the manifestation sphere will want you to do is to be in delusion land, to be in Delululand, and to just ignore what you're feeling and to act as if. There is truth to act as if,

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as in if you have the body language of a confident person, there is actually a biological response that happens in your body, a physiological response, and it actually adds to your confidence and your happiness as well...

There's plenty of truth within a lot of these little pieces and like things that are spouted in the manifestation space. There's a lot of truth. Ultimately at the core, there is some seed of truth in all of these like manifestation tips. But the problem is when it's taught in a shallow way and in a disembodied way. So acting as if we're in abundance is not something we can pretend to do in a shallow superficial way.

And in order for us to access the energy of acting from abundance, so then creating more abundance and attracting more abundance in an authentic way. The crazy thing is we have to be willing to engage with the feelings of scarcity in our actual bodies, in our actual psyche, emotional body, and our nervous systems. So what my invitation is, is to create a space for you to actually be with the energy of disappointment, with a part of you that feels disappointed, and to create a sacred space

(14:00) to actually alchemize that energy and be with that energy because that energy is valid. That part of you that wants to receive in a rightful and abundant and correct aligned way for the magic and the love and the thought and care that you're putting out there in your work, that's valid.

So why invalidate that and push it away where then it's operating from shadow and that's when it can become toxic and then it can start sabotaging what you're doing. That just feeds into the disappointment and it becomes a downward spiral.

I believe we're either on an upward spiral or a downward spiral. Nothing is static in existence, okay? I'm in an upward spiral or a downward spiral. So the way that we get on an upward spiral is that first we have to actually alchemize the emotions and be with what is. That is like step one.

And what we find from that is that we are literally on another timeline after doing that because all of a sudden there's an opening where there was blocks within your body, blocks within your channel, your creative channel, so that you're no longer basically taking action in business and on social media from a place of reaction. We can react and we can react to the zero dollars on our Stripe or zero dollar days where we didn't have new sales. We can react to a bill coming in and my God, it's a lower month. We can react to putting a post out and feeling like it's not even

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getting a fraction of what it used to get or whatever, what you think it should get, we can react to that.

But reactive energy is usually not the highest timeline actions, right? The actions we take from that place are usually not gonna get you the results you actually want. So responding is what we want to do. And responding requires that we engage with what actually is, which in the case of feeling this stuff, of comparing to the past and comparing to other people, there's something emotional occurring within your emotional body and within your being, within your chakra system, potentially, I mean, for sure it is, but it depends what you resonate with. For me, it's very often in my solar plexus chakra, could be something different for you.

(16:06) It's where the feeling actually resides in your body. So a practical action you can take, is create the sacred space at your altar or at just a sacred space. You're lighting a candle, putting on music that helps you access emotion, especially if you struggle with accessing emotion, putting on a certain music, like classical music maybe, or something that evokes emotion for you will help you access that. Feel in your body where, is there a physical sensation? It could be pain, it could be contraction, it could be tingling, could be numbness. Very often it's numbness because it's stuff we don't want to feel, we cram it there, right?

And then just breathing into that space, noticing what that space feels like and being with that space. And then doing something to shift that energy like dancing or moving or writing or crying or taking a shower or taking a bath. And actually being with that first and foremost. Because as long as that is the fuel source,

that is fueling your actions in business, it's never going to be the actions of your highest timeline of success. Whereas, once you clear that energy and you move that energy and you feel that there was a shift, then the next idea that comes through is going to be so much more aligned with being on the upward spiral. You're already on the upward spiral just by doing that, okay?

Because you're no longer letting that unprocessed emotional energy continue to run your business or to have a major seat in the board of directors of your business, right? And so by shifting that and moving that and opening to that, welcoming that, you're already on the upward spiral. But then what happens is your channels, like the circuitry, the meridians, the spiritual circuitry, the subtle energetics of the universe, your higher self, creative life force energy flow through, there's so much more opening now.

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And that's where the next breakthrough idea can come. That's where the next business breakthrough, the next inspiration can come through. So you need to create the conditions for that, right? We talk about this a lot in my business coaching spaces, creating the conditions for creativity. All my clients know about this, creating the conditions for creativity. So you...

(18:12) Being in reaction to a zero dollar day, to a low engagement post is not the conditions for creativity. All right, you need to move that energy first and then you have this blank slate which will be filled then with the next inspiration, the next pulse of creation. And when you are creating from inspiration and the pulse of creation, that is extremely magnetic to your soul aligned clients. All right.

Another thing is that collectively, in terms of business, sales, revenue, da da da, new clients, clients renewing. Fear is very present in the collective because of the crazy things that are happening in our world, because of the way that the mask and the veil is slipping from the systems of power that are oppressive, that are exploitative, that are extremely damaging, harmful. Basically, our systems are a death cult, ultimately is what, you know, if you don't

This is a space where we're going to talk about social justice at times, okay? Because that's part, anyone who talks about the Aquarian Age without speaking to social justice straight up does not understand the Aquarian Age. Straight up is in a fantasy, is in a delusion. And delusion and fantasy are shadows of the previous age, the age we're leaving right now as we enter the Aquarian Age. So that's why we're seeing more delusion kind of kick up right now and more fantasy because that's the shadows grasping from the previous age.

So we actually need to really graduate from that lesson. Basically, long story short, I believe that our systems that are the governance of our world, the few families that own all their corporations and all the media and the military industrial complex, it's a death cult. So because the veil is slipping and we're potentially seeing the fall of the United States empire, fall of imperialism, hopefully within our lifetimes.

The Pluto return of the United States of America. Pluto is a planet of death, rebirth and transformation. It takes 248 years to go all the way around. America's Pluto is in Aquarius. Pluto is now in Aquarius. I have a masterclass about that. It's also within my membership, da da da da. Plenty of places you can learn about that more from me, because it's huge and it's literally going to change the face of our planet.

(20:29) So because we know, if we're aware, we know that the systems that we've built upon, possibly even the banking systems, like things are going to drastically transform and change

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and that's not going to be an easy change. And a lot of stuff is going to come falling down. And some of that stuff we built our lives on. That's just the truth. I'm fully for this revolution, yet I also have a mortgage and I own my condo that I live in and I have owned stocks and stuff like that. So there's going to be a lot of ups and downs and volatility in this journey. So if the people that are aware are consciously aware of that.

And people that are not aware are also like, what the fuck's going on? We are potentially entering into recessionary times in America, and that tends to ripple out into the markets around the world. This is all very valid. This is real and valid, okay?

Ignoring this is the only way that ignoring this works is when you're kind of in that MLM bubble of coaching, where everyone you're coaching are other coaches and everyone's a coach and it's this whole little ecosystem thing. Those are the places that are really like untouched by this. But then once someone's partner gets laid off, it becomes a bit of a different story. Okay, so I like to engage in reality and not really be in that bubble. But you will see that that bubble can kind of sustain itself for a little bit longer because it's those people maybe are less impacted right away, but that doesn't mean forever.

Okay, by the way, I really don't think that's forever. And we're moving away from that and I'm moving away from that. And yeah, I'm sure plenty of my listeners are on the same page. So there's a lot of layoffs, there's a lack of new jobs, AI is threatening a lot of people's jobs. So these are very valid things. And to invalidate this, to invalidate these things that threaten real people's real livelihood is not the solution.

And it's not high vibe. Living in a delusion is not high vibe. It is an illusion. Okay, illusions are not high vibe. We can make dreams a reality. We can have a vision and create, Aquarius is about the visionary. Okay, Age of Aquarius is about the visionary. Having this vision for the future. But Aquarius is also co-ruled by Saturn, the planet of responsibility, practical action, rising to challenges, legacy, longevity.

(22:42) So these times of challenge actually develop our leadership. They deepen our leadership. But if we go into our wounded inner child of, wow, wow, I don't have enough, we have stepped out of leadership. But we can be in leadership and create a safe and intentional container to be with those aspects of ourselves that are afraid. So I don't know about you, but I'm not just in it, I'm not in this game of online business just to have high revenue months and high revenue years.

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I'm here to make impact. And I'm here to make impact in this time of the great change, great change with a capital G and a capital C, the Great Change. You are here, you are located right here, right now. Okay, this is where we are. We're in the great change. And at the same time, we're gonna strategize, we're gonna make amazing money, we're gonna have all the abundance that is meant for us in this moment. But if we...

default back into our fears and into our scares, we're not leading ourselves through it. But we can create intentional spaces for ourselves to go through that and alchemize that emotion. That is leadership. That is leadership, not suppressing valid fears that you have and aspects of yourself that are afraid. That's not leadership. That's what we've been doing. That's what society has been doing. That's, did it really work out? Right?

Other things is trust, right? So building trust with our audiences. I'll just kind of go into now a little bit of like a, let's say a bullet list of like, mindsets, tools, strategies, and things that I'm personally engaging with, that I've been working with my clients through these kind of like up and down and rocky times or a bit more dry seasons that some people have had. Okay.

So one is coming back to service. Okay. There's a reason why we are doing what we are doing. If we are letting the energy of disappointment and deflation get into our client work and our content, then we are basically saying, F you to the clients who are there, to the people who are reading, to the people who are interested in what you have to say, to the people who do share your posts with your community. You owe it to them in a way, sorry to use that word, but like Saturn, co-ruler of Aquarius, it's responsibility. It's our commitments.

(25:05) We are missing out on the abundance of who is there when we allow our own personal discipline, which is ours. It is ours. It does not belong to our potential clients and to our social media audience. So if we have not taken ownership of that, then we end up disowning it. And then it ends up being projected in our content. And guess what happens? It contaminates your content and work. And that is never going to get you where you want to go. And it is a disservice to your audience.

Even if it's three people that fucking liked your post, you owe it to those three people to be in self leadership yourself and clean up your side of the street and clean up that energy and come back to service. It is a blessing and a privilege to do this work to whoever is watching, to whoever is listening and to whoever is signing up for our stuff. Even if it used to be this and it used to be that, trust me, I get it. I get it. I get it. Okay. I had to move through that too, right?

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That's where I speak from experience. I'm always speaking from experience. My comparisons that I was making to how it used to be, was an energy, it was draining my energy. And at a time that we are feeling a lack of abundance, energy is the ultimate currency. So draining our energy into that is counter what we say that we want, which is to be in abundance, right? We're draining ourselves, we're depleting ourselves by entertaining that and indulging in that. And instead we need to take responsibility for the feelings that are ours and then adapt.

The next, another step, it's not in any particular order because I channel my podcast episodes, by the way, I don't do these from a script, by the way, FYI. Another step is adapting. Okay, so adapting looks like don't keep doing the same shit and expecting a different result. If something's not working, you need to workshop it. You need to refine it. You need to sit with your journal. It shocks me how few people will actually ask themselves. Ask themselves questions and be in communication with yourself and your higher self in your journal.

People will ask Chat GPT and the tarot deck and five coaches and blah, blah before they will just ask themselves, what is a more aligned way to do this? If this hasn't worked, what worked and what did not work about it? And then refine, that is part of leadership. If you are unwilling **(27:27)** to look at your processes, reflect on what you did in that launch, reflect on that content that didn't land for people, reflect on why people weren't getting the best results in a certain thing, you're not in leadership. Leadership is leading yourself through that. Leadership is not, just only when it's sunshine and lollipops, right? If you wanna climb a mountain, there's gonna be ups and downs. And sometimes you're climbing this way, you're on this, I don't know, by the way, I'm videotaping, so if you're just listening, you're...

Not always seeing my illustrations I do with my hands. So imagine you're climbing up a very steep mountain. You're putting in more energy than when the ground was flat. But you're not getting as far. You're not walking as many miles or kilometers as when the ground is flat. So when the ground is flat, you're putting in a certain amount of energy. You're getting a certain distance. Yeah, this is great. I could even run. But then when it starts going up on an incline and you start moving up a mountain, it's harder for your legs. Your legs are tired.

Breathing heavily, you're putting in more effort, but you're not making as much progress in terms of the kilometers that you are distancing, right? Or is that the word? I don't know. The kilometers that you're walking. But the thing is that those periods of time are what strengthen you. Walking on the flat ground doesn't strengthen you. It's walking up the mountain that does. And if you keep going up that mountain, eventually there will be an incredible viewpoint. A type of viewpoint you would never have seen otherwise without having that struggle. A type of

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viewpoint that few people will make it to because few people will say yes to that challenge. A viewpoint that makes it all worth it, all of this challenge.

And then guess what? Later, when the ground is flat again, and trust me, it will be flat again. Economies always change. The stock market has always historically recovered from every single recession that's ever happened in history. Doesn't mean that history will always repeat itself because we're in a time of the great change. So some things are not gonna repeat themselves.

But ultimately things go in cycles and if there's a dry season there will be a wet season of abundance another time. Okay? And when that happens you will be stronger for having engaged with the mountain and having been willing to go up that mountain. Even though it was harder. Even though it took more effort with less necessarily result. But that is how you actually are honing and fine tuning your instrument.

(29:45) your vessel and your medicine. So when we come back to service, so an example of this that I've done a couple of times is when there's been times that I have felt like, I just want to serve more people. Ultimately, the deepest things like I want to feel momentum in my business and I want to burst of energy in my business. And I want to serve more people when I've done things like made something super low cost. Okay. I need to be careful with saying this.

Okay, because some people think if they just make something cheap, a bunch of people will buy it. That's not the case. Okay. That's not the case. Your audience needs to be warm. Your content needs to be hitting. Your free stuff needs to be landing with people. So they're excited and they're curious and they want to get involved. Okay. That's the only way this works. So you don't just go put something on bargain basement discount and then cry when no one signed up for your \$3 thing. If someone doesn't want it, they're not going to want it for \$3. So it's not, it's not just about that.

But speaking from my own business journey, where I have a hot audience, where I've served over 3000 people, where I've been in business for almost six years and made multiple millions of dollars in this time. As I'm recording this, we recently celebrated 2.5 million US in total revenue since end of March 2020. So in where my business was at, me putting something at an unusually low price, not even necessarily a sale, but just like I used to, an example I'll give is,

Moon sessions with me tended to be around \$111 and then one time I decided to do it for in the \$20-something range. It was the end of 2022. It was the new moon in Capricorn and I always do

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the new moon in Capricorn, including the upcoming new moon in Capricorn. There's a whole program coming called Quantum Resolution, so by the way, by the by, keep that in mind. I love the new moon in Capricorn because that's the goal getter new moon, it's the legacy new moon, let's get it. New moons are times of new beginnings and manifestation cycles.

But this particular one landed on December 23rd. And that's a time that I was like, hmm, are people gonna want yet another thing on their schedule at that time so close to Christmas? It's literally the day before Christmas Eve. Do I even wanna do it? It was a Saturday. I was like, do I even wanna do it live? And we were also days away from 2023. So this was at the end of 2022, I believe, if I'm remembering correctly. So it was like 2023 was coming. It was on December 23rd.

(32:07) And it was even on Saturn day. Saturday is associated with the planet Saturn and Capricorn was ruled by Saturn. And I was like, you know what? I wanna do this, but I'm gonna do it prerecorded, which I never did. And I was like, since I'm doing it prerecorded, fuck it. Let's make it \$23. And that was a fraction of what I would normally charge. And I was just like, here we go guys, here, sign up for this. And 197 people joined.

So that was the most amount of people I had had. So it was a pattern interrupt on what I'm doing. So remember, I'm not saying if you don't have a hot audience, if you have zero momentum, if your content is not hitting, putting something on a low price is not a magic bullet, okay? That's not, the price of something doesn't matter if someone doesn't want the thing that you're selling, okay? So that's, you you have to focus on your content and your free offerings, right? But coming back into service and just being like...

Hey, I'm ready to serve and I want to serve a big group of people. Let's interrupt the pattern. Let's do something different than what I've done before. And it was so fun. And it brought so many new people into my world. Like so many first time clients were just like, okay, I'm just going to jump in. Right. And it was, you know, that brought a huge burst of energy into my business. And that was great.

Getting back to service also, as I've mentioned is about content, your free content. Look at me. Here I am. Relaunching my podcast, okay? I needed to take a break from my podcast. I needed to recharge. But also I was ready to be like, I see that this world is entering into the most revolutionary period of time that has happened in hundreds of years for our planet. If not even longer than that, because the Age of Aquarius was thousands and thousands of years ago that

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was the last time it happened, right? So I want to serve the collective and I wanna meet people where they're at.

And that's another thing with creating more accessibility in your offers is meeting people where they are at. I'm not saying that you have to do a certain pricing. I don't know what you have to do. Your business is your business. There's different ways, different markets, different demographics that we serve, different intuitive callings that we have, but I'm someone who is more and more more prioritizing accessibility

(34:10) in the pricing of my digital offers. That doesn't mean my one-to-one or anything like that, because that's sacred, that's premium, that's luxury, and that is for a certain demographic of people. And I love working with leaders that are already in seven figures and multiple seven figures and beyond. It's very special to work with people at that level, because they go on to impact millions of people with their work. And it feels very fulfilling for me. But on the other side of my business model, having things that are more accessible and even free. Here I am serving you for free. Some of you are going to become clients. Amazing.

Some of you might not buy something from me for two years. Awesome. Some of you might never, ever, ever spend a penny in my business. You are so welcome here. Because there's a deeper reason why I do my business and it is to serve the collective. So when we get lost away from service, because we're in scarcity, we are not leading to, we're not even leading in alignment with our own values. Cause I guarantee that's not what your values are. Right?

So we need to keep coming back to our own values and lead ourselves through the crunchy moments of scarcity. Adapt. See, if a certain thing is not working in my business, I can reflect on what's working, what's not working. I can refine and workshop that offer, but I can also try something totally different. We need to experiment. In times of great change, we need to experiment. And we need to understand that people in the collective feeling fear and feeling lack of trust and feeling a little, you know...

During the pandemic, 2020, 2021, 2022, everyone was online. So a lot of online businesses boomed at that time. And a lot of us started our businesses at a time when there was an inflated amount of money in the economy because of the COVID relief like funds and money that was being put back into the economy through that period of time and how that ended up impacting the crypto market, the real estate market and the stock market. And that has a huge ripple effect on everything.

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Even when we are not involved in that, it actually has an impact on how people are buying because of their family unit, because of their own networks and things like that. Like there's a whole domino effect that came from that COVID relief influx of money and people being online a lot more. We're no longer living in that time.

(36:21) So do yourself a solid, do yourself a favour and don't drag that dead, I don't want to say dead horse, but I did just say it, oh my God, don't drag that baggage of 'how it used to be like this and it's like this for just all the comparison. You need to burn and take your flame thrower and burn the cord between you and all that baggage of how it used to be or how the fuck you think it should be. Because that's not how it is. You need to land here in this present moment and from this present moment lead.

It's like, I'm just getting this like image of like, if you say you're a warrior or a king or a queen, or you're like a sacred being, or you're this really powerful being, and then you're stripped of your weapons and your special gadgets and whatever, and then you're just put in a new situation, like you still have your power and you need to find the fulfillment and the excitement, the passion, the exhilaration of rising to the challenge of a time when you don't have all the things you would prefer to.

And maybe it's not coming as easy. And what if you could actually be turned on by that? And what if you could know that if you're truly in this for the long term, there's gonna be seasons that might feel disappointing. There's gonna be seasons where it's not just nonstop, a line going up and up and up up up and up forever, because that's not how anything works. And if you wanna just give up because of that, or if you wanna sabotage yourself, or if you wanna be all deflated, if you wanna just live in a pity pot party swamp...

Then you're not really the leader that you know that you could be because you know that that's in you. Otherwise you wouldn't have said yes to your purpose path. Okay. All right. I think we're gonna wrap it there. Something I wanna tell you guys is that if this all resonated with you, then my upcoming program, Phoenix Rising is for you. This is the first time as I'm recording this and I'm even telling the public about this program at all.

It is happening live November 17th to the 20th in the dark moon before the new moon in Scorpio. So if you know anything about astrology, and you don't have to know anything about astrology, but if you do, then you know this is the period of time of death and rebirth, and it also has to do with money and power. So we need to let go of the way that things were before,

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because we are being called into new levels of leadership, and that might not always come with the external validation of

(38:47) the highest possible engagement and the algorithm favouring us and we're going viral and we're always breaking records in revenue. It might not always come with that. So who are you when it's not there? And how are you leading yourself and making yourself proud? Because ultimately that is what is going to give you a sense of fulfillment, connection and purpose on this path that you're on. And then the abundance that comes through that and the clients that come through that...

That is just a byproduct of you actually being in alignment with your soul's truth and your actual destiny timeline. I'm so excited to lead this conversation, which will end with the new moon session in Scorpio to send everyone off into their new cycle of leadership, personal power, and life-changing wealth. So the link for that will be in the show notes.

Thank you so much for listening. I would absolutely love your reviews on Apple Podcasts, on Spotify, any support that you want to give to the podcast. If you have requests for things you'd like for me to record about, send me an email, message me on Instagram at oath.oracle. I don't guarantee I'm going to do them all because I'm a rebellious one and I don't like to do what I'm told, but I do like invitations and I do love to know what is going to support you guys the best, especially with bringing back my podcast in this new iteration as Aquarian Age Business. I do want to serve you with what you need support on. Feel free to send those suggestions over. Thank you so much for listening and I'll see you in the next episode.