

T H E
AQUARIAN AGE
BUSINESS

P O D C A S T

with

AYESHA
DURRANI

Episode 5

Hello loves, welcome back to the Aquarian Age Business Podcast. I am so excited for today's episode because this is a juicy one. This is one that I know so many of us spiritual entrepreneurs really need to reflect on and really need to go deep with. And that is money shadow work around sales, around wealth, and around being a spiritual entrepreneur in a world that uses money as a currency.

Let's get into it because there's very, very, common to see spiritual entrepreneurs, heart led entrepreneurs, highly sensitive people completely sabotage themselves when it comes to money and success because of some of the limiting beliefs and things that we're going to talk about today. As I'm recording this, it's Scorpio season. So we are doing shadow work through this entire season. But no matter when you're listening to this, it's the perfect time. Like there's a reason why he clicked on this episode.

So let's get into them like really in no particular order. And I'm going to, you know, this is obviously a super deep topic. So I'm going to try and touch on as many as I can of the most common ones that I've seen, things that I've worked through myself in my journey from actual poverty to multi-millions in revenue, a multiple six figure net worth, being the first property owner in my, a female property owner in my family and just the journey that I've been on.

There's the things that I personally transmuted and then also the things that are very common that I've seen with clients and your questions on Instagram and things like that and serving over 3000 people in my offers and in my work. So like I said, we're gonna start in no particular order, but of course, let's just start with something that's very broad, which is that it's somehow wrong or dirty to want money and a lot of spiritual people are even afraid to even say the word money. So they'll say abundance and they will just avoid saying the word money.

Why? Because of fear. So we're going to be really fucking, excuse my French, we're going to be really fucking objective here and objectively look at does it align with your values for your

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

actions and language to be rooted in a place of fear? You already know that it doesn't, right? You already know that it doesn't. So if you're afraid to even say the word money, that's something for you to look at. Okay? Yes, we all desire more abundance. That feels safer to say, doesn't it? It feels safer to say, I'm wanting more abundance. I'm desiring more abundance. But abundance means many different things. We already have abundance.

If you have a smartphone, if you have food in your fridge, if you have running water, if you have a roof over your head, you already have abundance. Abundance is vague. Abundance is nebulous. And abundance is a word that sometimes we use instead of what we really mean, which is money. And we use it because it feels more safe. Why does it feel more safe? Well, we're gonna get into that today. One reason why spiritual people believe that money is evil. Of course, there we can get all biblical, we can get all religious when people say that the

Money is the root of all evil, actually the full quote is the love of money is the root of all evil. Even that I don't fully agree with. I see money as a resource just like water or food. Obviously those grow, those are provided for us by the earth. So there is a difference between water and food and money. Money is something that mankind created in order to be able to trade with one another where it's like if I am renting a home or I am wanting to purchase something, maybe

I have goats and that's what I would trade back in the day. And maybe the person that is selling the, just blanking on an example, but let's say I want to buy a home, right? Or I want to buy the materials for a home. Maybe the person that has those materials doesn't want 30 goats. Maybe they want something else and I don't have that. So instead of trading and then trading and then trading and then trading again, money gives us this ability to

exchange resources so then that person can then exchange those resources for whatever that they want. They can exchange that money for whatever they want. So to me, money is extremely convenient. Instead of me having to, you know, let's say I grow carrots and that's my main thing that I do, instead of only trading with people who want carrots, I can trade with anyone, anywhere because we're all trading with money. And then we turn that money into the things that we want. Okay, so I see money as just a neutral and very convenient resource that opens up tons of options for me instead of being limited in my options and only trading with people who want goats and carrots in my random example that I'm making up right now. It allows me to trade with everyone and that just makes it more convenient. It makes it more convenient for everyone involved, right?

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

So I am grateful for money for being so convenient. Do we live in a system where there is oppression, there is marginalized communities? Money is, you know, there's corruption and manipulation in different markets. There's plenty of things I disagree with in our current system, like so, so, so very much, so, so, very much. But none of that is actually the fault of money. None of that is the fault of money. So take that in for a second and just allow money to be a neutral resource.

You are allowed to say money's name. You are allowed to call it what it is. And if you're afraid to do that, and if there's like a visceral response in your body, can I just call it abundance? Because that sounds more spiritual and that's more safe. That's indicative that there is something to heal, right? That's indicative there's something going on there. There's associations that don't need to be there. Money is entangled or tethered to certain ideas.

that are scary or that feel threatening to you in some way. So that's good information, right? Anything that's like, I am triggered by that. It's just good information because we're all here on a journey and we're purifying our relationship with this resource, knowing that this resource can help us change our lives, change the lives of our families and literally change the world. Literally, quite literally, right? So we know that, you know that that is a fact. So you might as well stop fighting it when you could be welcoming it in instead.

Another piece that is a little sneaky one for a lot of entrepreneurs is the fear of paying taxes. So people will really sabotage, I know a lot of people that will really sabotage how much money they make because they are afraid of paying taxes. Now it's one thing to disagree with what our countries do with taxes. Trust me, I do disagree with a lot of the choices that Canada makes in terms of how it funds the military industrial complex. And I really disagree with that. But there's a lot of other things that it pays for. Canada does provide healthcare and it does have community programs and grants and da da da. So it's not perfect.

But the thing is that people don't think about the net positive. They just are afraid of getting that big tax bill. They're afraid of how they're gonna feel in their bodies. And this is a nervous system thing. This is a physical somatic experience of a nervous system thing of fear and feeling overwhelmed. If you are afraid of being, first of all, if you're just afraid of paying taxes, so you're always gonna stay under whatever that amount is that you can make in your country before being taxed. And you're just gonna put yourself in a tiny little box of making like 30K a year, 20K a year, whatever it is that you're allowed to make without paying taxes and keep yourself in that box.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

When you could, if you were just willing to pay those taxes, you could be making six figures, multiple six figures, actually a net positive. Net positive means the amount after taxes. So instead of letting yourself have that timeline where you make way more, it's just because you're, people block themselves from having that timeline because they are afraid of that sensation of having to pay that money. But if you were willing to pay your taxes and you understood what they were going to be in advance, it's not this terrible surprise.

You're allowing yourself to make so much more money over time. I know this sounds really simple, but this is an incredibly common thing that I see, including in my communities, where my friend communities and different groups that I've connected with around the world are artists and activists, and they tend to really want to stay below the radar of the tax.

people, but then the thing is that they're remaining in poverty or below the poverty line just to avoid paying taxes instead of letting themselves receive all the benefits of being willing to pay those taxes. Now tax anarchy, that's a whole that's kind of another topic. If you're engaging and fully choosing to engage in tax anarchy or something like that, I think that's cool. And yeah, but if we're talking about spiritual entrepreneurship, what

keeps our businesses alive is revenue, right? So if there's a sneaky thing and it's not about, I'm not talking values, I'm not talking tax anarchy, I'm talking just being afraid of the tax bill, there's a really easy solution to this, which is to make a bank account where you save for taxes. And every single time that you receive a deposit, like look at the different tax brackets in the country that you live in, see the percentage, maybe it's 30 % or 20 % or whatever that it is, it's different for different countries, it's different for corporations, blah, But put that aside and then you will, when you get your tax bill, you have enough money for it, right? You might even have more than enough money because what I do is I put aside the percentage that I would be taxed on, but that is before all of my expenses are taken away. Sorry, all of my expenses are taken away from my taxable revenue, the taxable income in my business. Sorry to get into like these technicals, but.

Basically what that means is I always have more than enough. So I kind of create myself a little tax return because I always have more than enough in that bank account because I know what the percentage is going to be. What a lot of people do is they don't save for taxes. And then when that time comes around, the amount of dread that they feel in their bodies, because first of all, there's a lot of paperwork or like getting the things together. That's already stressful enough. But when you are anticipating a massive bill and you have no idea what it is and you're not prepared for it.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

Why are you putting yourself through that when you could just look at what tax bracket you're in and save that percentage along as you go throughout the year? And then different expenses are going to lower the amount that you owe, but you're going to have more than enough because of doing this simple thing. This is like a very simple protection and provision thing to care for yourself. So tax season is not, the only stress is getting the things together or whatever. I won't say tax season is completely stress free for me but I always have more than enough. And that is something that I learned from not preparing for it in my first couple of years and then realizing, hmm, I don't want this experience again.

So this is a way of taking responsibility for that experience and you can actually give yourself a tax return at the end and then you can invest that money or you can give yourself a bonus or something like that. Like it's fun, right? I think it's fun. I don't know. I'm a nerd. I have a lot of, I'm a little bit of a finance nerd. So I'm very excited for that every single year. And yeah, it's just great. I move it over to my business savings and like I have goals for my business savings. Like one day like buying an investment property that is owned by my corporation or something like that. Just stack, letting it stack in there. yeah, so it feels really good to be able to do that every year from the money that I save from taxes. You could create this experience for yourself as well, just by simply knowing the tax bracket that you're in, what the percentage is, make a different bank account for that.

If you have a problem with spending it, then maybe make that bank account on a different platform or find one of those high interest savings accounts that is, you know, there's so many of them online, there's different ones for different countries, but it could even be separate from your regular bank account, so it's not there available to you if you feel that you don't have the willpower to leave it in there. I like to see it stacking, so I like to leave it where it is.

Moving on. Another really common one for spiritual entrepreneurs is weirdness around selling, right? So it's so funny how we don't want to be seen selling. And we think to sell is to do something bad. To sell is to somehow do something unethical. So that our loan gives you information. If you think that to sell on some level is doing something unethical, you need to really examine that. And you need to ask yourself if you truly believe that that is true. If you really believe that to sell is to do something unethical, then maybe don't have a business.

Maybe just don't have a business. Go be an employee. If you truly in your heart of hearts, in the depth of your soul, truly believe that to sell is inherently unethical, maybe this is not the right line of work for you because no one should be doing something that feels unethical to them. So if

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

that is not the truth of your truth of the soul of your soul, then let's keep talking and let's examine why we might feel that way even though we objectively know that that is not a full truth, right?

So the thing is you may have witnessed people selling in an unethical way that was annoying or that was pushy. And this is, we've all seen it. We've all been there. I get tons of cold DMs, you know, when someone slides into your DM and they're like, how did you get into what? I just answered one of these today. Someone messaged me a few days ago and...

They were an account with like a million followers and they were like, how did you get into doing astrology for business? And I had a funny feeling about it, but I was like, I'll just give them the short answer. And then they right away got into a sales pitch and I knew the sales pitch was coming, right? And hey, maybe cold DMing is not inherently unethical, but I will say it's annoying and it's never worked on me a single time in my life. So definitely not a huge fan of cold DMing, but I'm not saying that it's inherently unethical to do that.

So the thing is that, you know, there were coaches out there teaching people in ethical ways of doing business. They were teaching people to lie about their money wins so that people would work with you. They were teaching people to tell people to check their bank account on the phone, like on a sales call. They're teaching people to close the sale on the sales call. This is part of why I don't do sales calls and I never have because it just, I'm just not available for that. I'm just like, like.

I don't know, like I just don't desire to give my time away for free like that. And so that's just never been a part of my business model. But people have taught others, like people have learned from coaches online to close the sale on the call. And if the client says, I don't have enough money to even, they'll ask them, what do you have in your bank account right now? Like people were taught to do this kind of stuff. And that sounds really not good, like that doesn't sound enjoyable. I don't want any part in that. The vibe is fucking, that's not the vibe, right?

But guess what? You have the choice to just simply not engage in that. That's what I've done this whole time. I've just simply not engaged in that. So if you know that your program, your offers, your products, that for the right people, it can be life-changing for them, then you putting yourself out there to let people know what is available, who that it is for, how it can support and help them. This is actually doing a service to them because if they don't know that your offer exists, they can never enter into that timeline where they did that offer, learned those things, unlocked what they unlocked within themselves, achieve the goals that they achieved through the way that you supported them.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

The transformation that was available for them on the other side, that whole timeline doesn't happen because you were just too afraid to talk about your offer. If you truly believe that your work is powerful, which I guess this is like the foundational thing, right? If you don't believe your work is powerful, if you don't believe your work is worthy of an exchange, if you don't believe your work can help someone change their life, then maybe it's time to get back to the drawing board and make sure that your work is powerful.

I'm gonna make another episode about this at some point, but something that people sometimes take for granted when they see my journey is that, I started my business and in the first 12 months I hit six figures and I had multiple six figures and it's been multiple six figures since then. They don't see that for two years before my business, I was doing astrology readings, paid ones. And then even before that, I was doing free astrology work for my friends and like constantly working with my chart. So by the time I started my business, my medicine was solid.

My medicine was not something I was making up as I go along, trying to you know, get the dream of online business. It was something that was already established. It's not about perfection, but it was already something valuable. So if you don't have something valuable to sell, sorry, excuse my French, but what the F, what the bleep are you doing having a business then? Get back to the drawing board and make something valuable. Then if you have something valuable, you should be the first one valuing it, right? Like if you don't value it and you think that there's something wrong with you talking about it, then...

Yeah, maybe reevaluate being an online business. I don't know what to tell you. Well, I do know what to tell you. We're gonna keep talking about it. So the thing is that energetic exchange and correct exchange, rightful exchange is a sacred thing. And a lot of people have internalized the idea that if you like what you do, if you're a healer, if you're an artist, you should do it for free. But I think that if you don't want to do it for free, and you only think you should because of other people's opinions and external pressure, that means you would be doing those things for free without your consent.

And to me, without your true soul and heart's consent. And to me, that sounds like exploitation. I don't know about you, but that's like the definition of exploitation. People doing stuff they don't wanna do without a proper exchange. That sounds just like the definition of exploitation to me. I don't know about you.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

I don't know about you, we're all different, right? Different strokes for different folks, but that sounds like something I am not interested in. That sounds like something I would never recommend to anyone. I would never recommend that to my clients or my closest friends.

Believing in correct energetic exchange means you should believe in it for yourself too. So I think that where a lot of people go off track with it is that the way they engage in sales or what they think sales is, is they think it's convincing other people. People are approaching sales, social media, marketing from this energy of what do I say to get them to buy? Does that sound icky? Yeah, because it's fucking icky.

It's fucking icky to do that. You shouldn't be convincing anyone of shit. If you're in an energy of convincing, that's probably indicating something deeper going on around convincing and proving your worth in general in your life. And this is where business becomes a path of personal development because it's a mirror of you. If you feel that way in sales and marketing, I guarantee you feel that way in some other area of life. I don't spend time convincing in my business ever. I do not spend time convincing.

What I do is I tell people what's going on in my world. I tell them what's available. And I am speaking, I have the intention when I am speaking that I am speaking to the person who it's right for. So plenty of people are gonna see the sales page and not wanna join. Of course, thousands and thousands and thousands of people see the sales page and like I'll be really happy if like 50 people join. Absolutely, that would be, that's amazing. So you know what I mean? It's not for everyone.

So why should I convince the people that it's not for? I trust that the people that it is for, as long as I am doing my part, which is communicating clearly, understanding the value and the transformation, speaking to the results that are available for people when they join, sharing my stories, sharing my content that's coming from my heart, sharing impactful messages and pieces of content on my socials, as long as I'm doing that and I'm engaging in sales in a way that feels good to me. Listen.

you can choose to be unavailable for sales things that feel tactical, manipulative, icky, exploitative. You can choose to not be available for that. But if you just sabotage sales and you just see sales itself as icky just overall, and that's truly how you feel, maybe you should go get a job somewhere because selling is a part of business. Without sales, you don't have a business. You have a hobby. So get right with sales. Do yourself a favour and get right with sales. I speak to people from an energy of the right people want this. They want this. I don't have to get them

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

to want it. I just have to tell them what it is. I just have to inform, fill in the gaps on any knowledge pieces, make interesting content that's fun for them to consume that makes them feel inspired and connected. 0 % convincing. And the people that it's not for are just going to move on. And what it also is tied into a lot is rejection ones for people.

This is like a whole other conversation about sales. This podcast is more about the money itself, but a lot of people are really compromising their revenue, which is also then compromising their impact, the life that they're here to live, their ripple effect that they're here to have just because they haven't gotten right with sales yet. Someone said to me in an IG chat, because since the launch of my podcast,

I told people you can DM me if you have requests or anything for the podcast and that is still true so feel free to DM me or email me with podcast requests. I'm not promising to take them all but I will definitely read them and consider them. If I feel inspired, I will totally take your request.

And someone said that they love, they know that they love abundance. They felt like they had no problem with money, but then they feel like when they sell, they're taking away from people. That there's something they feel like to ask someone to pay for it is like taking from that person. But if you truly value the thing that you're putting out there, you know it's not taking from them. It's a form of exchange. An exchange is an exchange.

So price it in a way that feels rightful for you and that also feels aligned for the type of client that you want to work with. The people that for the most part get private readings with me are six, multiple six, seven figure, sometimes eight figure entrepreneurs. So the price of my private readings, which is very controversial, there's been a lot of controversy about the price of my readings, listen, I'm not gonna do readings that I don't wanna do. I'm not gonna do them for a price that I don't wanna do them for.

To demand that someone do that is to demand that they do something against their own consent. I rarely ever talk about my readings. I do a very small amount of readings and they are for a specific type of person. And it's a tiny, tiny piece of the pie chart of my business in both time and revenue. That's the price for a certain type of person. And then for the most part in my product suite, there are a lot of really accessible things, like what you can get in my membership is insanity for the price that it is. I think it's so incredibly valuable. I think a couple of the audios would be worth the price of the entire month.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

But inside there's the monthly soul business call. There's the masterclass vault, has so many incredible, incredible masterclasses like Branding for your Rising Sign, Moon Manifestation, Venus codes, Jupiter codes. Like any one of those masterclasses is worth more than a month in the membership costs. That's not to mention all the audios that you get almost every single day. So it's like, I think that value is insane for what you're getting. When I'm exchanging

with people for that, I'm not taking away from them. We are doing an exchange that they are consenting to. So as long as you are being honest and transparent about what it is that you are offering in the exchange, why do you not trust your people to make those decisions for themselves? If you already, we already talked about setting the standard, there's no manipulation, there's no pressure, there's no talking down to people like, this is your last chance to, don't you wanna change your life?

Because like you're gonna, you know, just the way people talk about it sometimes like this is your last chance to change this or whatever. Some people will, there's just a lot of unhealthy messaging out there. Like people will say, 'I guess they don't value themselves because they're not investing in this thing.' No, sometimes someone just doesn't want to invest in the thing and we don't need to make a story about it. But if you're being upfront on what that person is getting, what's available for the people in there and you're speaking with honesty and transparency, then.

Why do you not trust your clients, who I'm assuming are adults, to make their own decisions? Why are you assuming that? I guess it would have to do with lack of confidence in your offer. I feel like that would be a big part of it because when you're confident in your offer, it's like, yeah, of course this is the exchange. It's when it works for you and it works for the type of client you wanna work with and you're seeing that work, people choosing to make that exchange with you, why do you not trust them?

You're infantilizing them if you don't trust them. Some people see their audience as like they're these struggling people crawling on the ground and they have nothing. If they pay a hundred dollars for this thing, like, I don't even know what people think. It's like, you don't know what's going on in someone's bank account. You don't know what their financial situation is. You don't know.

There are people that have like 200 followers on Instagram and like three photos and they have a multi-million dollar inheritance chilling in their bank account. You don't know. You should be trusting your clients who are consenting adults as long as you are doing your part, which is

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

being honest and transparent about what it is and let them make that decision. It's like I bought original pieces of art for hundreds of dollars, thousands of dollars. It's like the price is set by the artist.

And when I pay, if the artist feels guilty about it, that feels fucking weird. If I'm choosing to pay for that, I'm like, yeah, I want this. I have a custom piece sometimes that you can see behind me that is a beautiful dark red with the gold. And then I asked her, I was like, can we add 24 karat gold foil? Because she made it custom for me because I saw a similar one that she had that was portrait style. Like it was vertically long. And I wanted it to be landscape because I knew I wanted it for where it is behind me. And I wanted it to be wide.

So I asked her about that and she's like, I can do a custom one for you. And like, she sets the price and then I asked, well, can we add some 24 karat gold flake to it? So there's that on top of it. She's like, that's going to cost more. I know, I know, babe. Trust me. I know. And you know, she named her price and it's like, fuck yeah. If she feels guilty about that, why? Imagine meeting me. Listen, I'm just chill. If you meet me in person, you probably wouldn't think that I have a successful business. Okay. I got a Gucci purse. I have one Gucci purse. I think it's super cute.

But most of the time I wear a backpack. Like nylon, the brand is Timbuktu, I got it from the Mountain Equipment Co-op, I think. I wear a black backpack. Right now I'm wearing like baggy pants. Like yes, I have gold jewelry, but it's not very flashy. At least I don't think it is, but it's like, you know, if you have an eye for gold, you'll know it's gold.

it's not like the Cartier stuff, which I think is super overpriced and I don't even like the designs. I don't like designs that everyone has, so these are like artisan stuff. Like I got tattoos, like sometimes I'm just wearing a baggy shirt and like I wear my same palladium boots, like black waterproof boots every single day almost almost all year long until it's really too hot to wear them. Like you know what I mean? you'll see me in combat boots, backpack, combat boots, a Patagonia fluffy jacket that I've had for like five years.

You wouldn't necessarily look at me and be like, oh, this person is wealthy. But if I came and I was like, oh, I would love this painting. Do you have it in this size? And then she's like, no, I don't. I can do a custom one for you. And I'm like, OK, well, how much is that if you're looking at me and you're assuming that I don't have the money to pay and you start hesitating internally because you're making an assumption about me? Well, what the fuck? You have no idea.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

You have no idea what's going on with my bank account. That artist probably could have said a much higher price and I would have paid it. Like, why are you spending your energy making assumptions? Why are you projecting on people that they are struggling?

You don't know. Your job is to price things in ways that feel rightful to you to understand the transformation, to have a strong medicine to offer, to be very honest and upfront and transparent about what is included and what kind of results you're supporting people to get, which you can't guarantee results, but you can. And so that's why you don't guarantee results. That's why I don't have things like 10 days to 10k. I don't have stuff like that because that doesn't feel accurate to me.

I can share people's results like a client who had never made a course entered into Course Creatrix. Okay, she was making 1.5K per month, like 1500 euros, she was from Europe, 1500 euros per month. And then in that time, she went from being overwhelmed, not sure how to make courses, to making her first course, there were over 40 people in that course. She ran it multiple times. I think there were over 70 people in it. She did another program that there was like 77 people in it. She had like a 27,000 euro launch. This is all within one year.

And it started with that course, Course Creatrix. So I'm gonna share that testimonial. Absolutely, it's an example of what was possible for someone with the things that I teach in Course Creatrix. It's not a guarantee. And I'm not gonna say, by doing this course, you're gonna have a 27K launch, because I don't know that. But I'm definitely gonna celebrate and share the results that people had inside. Another woman in Course Creatrix had nine people in her very first course ever with a small audience. I'm talking less than a thousand people audience. I think just even might've even been like 600 people in her audience. And it was a multi-thousand dollar first launch.

And once you know how to do that, you know how to do it for life. So you can keep repeating the process. So that's really fucking valuable. So for me charging \$2,000 for Course Creatrix makes so much sense to me because if you can learn how to make courses for the rest of your life, and you can make that money back possibly in your very first launch. If not in the second, third launch, it would be very much possible for a normal person with a small audience who has good medicine to share.

That's the part that I can't do for you. If you don't have a good medicine to share, no, you can't just expect certain results. there's like creating the precedence of honesty, transparency, talking about what's possible, being careful that you're not promising things that you cannot promise.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

and pricing things accordingly. To me, if learning how to make tens of thousands of dollars through courses over the course of your career, which I've made seven figures in courses in my career, which is only a few years, we're kind of just getting started over here in a way, to me that is absolutely worth \$2,000. That is worth far more than \$2,000. So that exchange is worth it for the people that it's worth it for. Someone else might see that and be like, that's not worth it to me. I'm not going to convince that person.

What, who am I to try and change that person? I don't know their situation. Maybe they just don't like my voice. You know what I mean? Like, I don't know their situation. I have zero availability to convince people. These are choices you can make. You can choose to be unavailable for that.

Now, let's talk about when people are struggling and they're telling you that they're actually expressing that to you. So before I was talking about people assuming that their people are struggling if they're not obviously in your face wealthy or something like that. Listen, there's multimillionaires that you just would never know that they are. There's people with six figure businesses, six figure inheritances, wealthy spouses, like you have no idea someone's financial situation. So don't waste your precious energy making assumptions about others, which just ricochet back to you to sabotage your own income, your magnetism and your like wealth frequency, right?

So fuck that, not available for that. We're control alt deleting that one. Now there's another situation where you do know that they're struggling because people are telling you that, okay? So the thing is that I love accessibility in this whole new era in my business. Aquarian Age business is all about accessibility. If you want Course Creatrix and you want it for far less than \$2,000, you want to listen up because there's something that's becoming available. There's big announcements. I kind of mentioned it in the previous episode, but I'm slowly layer by layer getting to this full announcement.

But there's also people that are just like, no, I cannot afford that. There's other things that are my priority to spend on before buying a course that is at that price. You don't know people's situations. Children, debt, bankruptcy, losing jobs, partner losing jobs, da da. Like the economy is very volatile and we are in wild, wild, wild, wild times right now in the world. And I think that is very valid to be aware of these things. I don't believe in being in Delululand and pretending we're not in a recession. I think that only works when you're in the coaches coaching coaches on how to coach coaches ecosystem that keeps feeding into itself, but it's slowly shrinking and shrinking and shrinking, but it keeps appearing to feed itself.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

I think that whole paradigm is gonna and is already seeing a lot of cracks being shown through that by the way. And the person that I mentioned the two examples I gave for Course Creatrix, that was not examples of me coaching coaches on how to coach coaches. They totally worked in different things that they were teaching by the way, just to be clear. I do coach coaches too though, but I coach a lot of people in a lot of different industries. So.

When people are legit struggling and they're letting you know that like they're asking about an offer and then they see the price and they're like, that price is too much for me. People have asked me, how do you deal with price objections? Bitch, I don't deal with price objections. Like, who am I to tell someone they should buy something when they are telling me it's beyond what they should spend? For me to put my precious, I think people are not valuing their own energy enough because

I am not available to put my energy, my precious, precious resource of energy toward changing someone's mind who doesn't want to buy the thing that I'm offering. So I just, I'm like, okay, totally understand. And I like to have an energy with it of, the door's always open for you. I like to have that energy with it. It's not like you didn't buy from me this one time, so now energetically I'm closing the door on you. I'm just like, okay, cool. Like, if it's not the right time, it's not the right time. I think that...

If you truly, truly, truly cannot make it happen financially, it's just literally not the right time. There's no way that you would be destined to do a certain program and just straight up, it's not feasible to buy it. Of course, I have personally gotten a business line of credit early in my business and increased my credit limit early in my business to invest in things. Not because anyone told me to. No one convinced me to do that. I chose to do that. And I'm not saying that people should do that.

In my situation, it felt right for me. It aligned with my personality. It aligned with my risk tolerance because I have a high risk tolerance. And it just like, I was so inspired and ready and I was just ready to claim it all. And I wanted to work with who I wanted to work with and I made it happen. I'm resourceful like that. I don't have dependents. I don't have children. My rent was pretty low at that time. You know what I mean? Like I just knew it was going to work. And I was deciding that too. That worked for me. That's aligned with things on my astrology blueprint, like

It's not for everyone and I would never suggest that someone do it. Did I do it? Yes, but I would never ever ever in a million years suggest that someone do it. And if a coach suggested that to

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

me, I would probably be like, bye Felicia. To be honest, I'd be like, excuse me. I don't know. I think that's quite audacious to do that and I don't like that. So I would really not like, even though I did that action for myself, it was my choice. The people I was working with didn't even know I was doing that because I didn't, why, it's not any other business, how I made the payment. You know what I mean? That's my business.

So when someone is telling you, I really wanted to join this, but it's too expensive, a lot of, especially newer spiritual entrepreneurs, they're not established. So they're not solid in this. They have their own doubts and they have their own wobbliness. And when you're wobbly, a little poke can make you wobble even more. Right? So people will be like,

Oh, they said it's too expensive. Is it too expensive? If it's too expensive is not based on if every random person on your Instagram has the money to buy it. And some of those people do have the money. They just are choosing not to. A lot of times people do actually have technically the money to do it, but they're just choosing not to. They're making a different choice. Their choice is their sovereign choice. Their free will is a sacred thing. We don't touch other people's free will. That's like rule number one in magic, right? Like to be a good witch.

In my opinion, rule number one is we just don't impede on other people's free will, period, just period. Just empower yourself. Don't worry about other people and put your energy toward them. So if they say it's too expensive for them or they don't want to buy it, I would say, okay, cool, I totally understand. And like the door's open for you and I might do. So this is why I like to have lower ticket things in my product suite. So let's say someone's looking at a program, it's a business program and it's like whatever price that it is, okay?

And then they're like, I really want to work with you. I really want to do it but that's just too expensive for me right now. I'll be like, OK, cool. Totally get it. And by the way, I have this membership. And it's just \$111 a month. You get to ask me questions once a month in the soul business call. You're going to unlock all these masterclasses right away that are worth over \$1,200. You're going to have these audios with action steps for you to do every day. It's super digestible.

I wouldn't necessarily go so in-depth into it, actually. I would probably just be like, you might want to check out my membership. It's just \$111 per month, and there's no commitment. So you can cancel before if you don't resonate with it, and it's going to support you in your business. So I'd probably keep it more simple than what I was saying before. And so I know after that...

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

I kind of consider it the end of the conversation. I'm not expecting a huge back and forth about them like joining my membership. I'm not really trying to pitch them my membership. I'm just giving them another option. So instead of like, they can't afford this. Okay, bye. It's like, okay, cool. I took complete respect for their decision. Like here's another option if you want it. But I just, my energy with it is I just leave it there and then that's it. I'm not like.

Checking back if they responded to join my membership, you know what I mean? Obviously if they respond and have a question I will respond but in my energy I'm closing it with this nice little bow. That's like here's a little bridge to somewhere else. Should you want to work with me? You're saying you want to work with me. You're saying that other price is too high Here's a way to work with me at a lower price if someone is like I don't even have that to invest right now once again total acceptance.

This is something we talk a lot about in my coaching spaces about sales. 'No' needs to be safe with you. So if you're fucking feeling rejected, taking it serious, personally spiraling because someone doesn't want to join, bro, stop spending your energy. You are disrespecting your own resources by spending your energy on spiraling like this. And obviously there's probably some healing to do around rejection. I'm sorry. I don't know why I'm laughing. I don't know why I thought that was funny. I've been there. So just know the things I speak of. I've been there and I'm definitely not judging this. I've helped clients through this is why I know it so well.

And I'm not saying this is the case for everyone, but I'm talking about the people for whom it is the case. Okay. Sometimes there's healing to do around rejection. And that's actually the problem. It's not about your price. It's not about, is it too expensive or not? should I lower it? Should I put it in the bargain bin? Should I put a discount on it? There's probably a deeper thing going on. It can be \$7 and it will still be too expensive for someone. It can be \$10. It will still be too expensive for someone.

Don't let a random person on the internet not want to, who doesn't want to buy it from you in that moment. Don't let them make you second guess everything in your business because that same person the next day might spend \$500 with someone else and they don't have an excuse because they just actually wanted to do it. So they figured out the way to do it. If people don't want to do it, your job is not to convince them, but your job is to just be expressing the power of your work, to know your work, to love your work, to know what your ideal clients are like going through, what's stopping them and what's going to help them.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

That's your job and to communicate that consistently. And that's what you have to focus on. Don't focus on other people's financial situation that you are just making assumptions about. It's just a waste. It's just a total waste of energy. When even the membership or my lower ticket stuff is too expensive for them, I'd be like, okay, babe, no problem. Check out my IG lives. There are hours and hours and hours of free content on there that is like so, and now I have my podcast, right? So that's the thing too. It's like, just check out my podcast.

You could fill up five notebooks with notes from the value that I give in this podcast. You don't have to ever buy anything from me and you're welcome in my world. You're welcome on my IG lives when I do Q &A. You're welcome to send me suggestions. So this is the beauty of us having free content is that we can serve people who don't have the money to spend. So your job isn't to lower everything so that every random person on the internet can afford it. But if you desire to serve those people or to give them an option of a way to benefit from your work, just have some good free stuff.

That's it. That's it. If you have a freebie, be like, yeah, check out this freebie. Do those prompts in there. Read this PDF or do this meditation. That's going to get you started on something. That's going to have them feel, if they want to work with you, plug in, that's a way that they can do it for free. But you shouldn't be lowering the whole rest of your product suite to meet everyone where they're at of every random person on the internet. So that's how I approach that piece. Okay.

Then, there's a lot to say on this topic, so let's see how much more we share. But the other piece is the fear of being seen as wealthy, the fear of being seen as wanting to have abundance. So some people feel embarrassed to sell because then they're like, no, my friends or my family are going to see me asking for money for your offer. You're not asking for money for your offer, you are putting a product out there and setting a price for it. The person who is aligned with that price is the person who's aligned with the offer. The person who the offer truly is meant for is going to be aligned to the price.

So sometimes with pricing, we might overcompensate to prove our worth. We might undercharge. That's like a whole other topic. OK, I talk about this a lot in my program, Sacred Sales Ascension and Wealth Magician as well. That's not fully the direction we're going to go in today, but in terms of the shadow work we're doing around money.

It's recognizing what kind of wealthy person do you want to be? There's a huge difference between you making, you know, a few million dollars maybe in your life or, you know, for me, I

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

would love to be a multimillionaire for sure. And just that's something that I desire. That's something I'm on the track to being and it feels good. You know, there's a huge difference between that.

And being someone who could solve world hunger, but you choose not to, and you fly everywhere by private jet, you have a massive carbon footprint and you treat people like shit and you exploit people to make that money. Like Jeff Bezos or something like that. The Amazon workers treatment is really, really messed up. And there's a lot of workers' rights and things that are not respected. But yet the CEOs are exponentially growing their money every single year while things like food stamps and social services and da-da-da are constantly getting cut.

That is what we should be focused on as the problem is the systemic piece. But us individuals creating wealth in a way that is ethical, where we're actually making jobs, we're actually paying above average and being the bosses that we wish to see in the world and we're actually donating back and like building donations into your business, I think is a really great idea.

A mantra that I've had since the beginning of my business is, my wealth makes the world richer, my success makes the world richer. The more money that I've made, the more that I have donated. Multiple five figures every year. I should look at how much it is total at this point. I wonder if it's at six figures yet, but it's felt so great to just have that every single month, automatic donations going to the food bank, every single month, automatic donations going to the native women's shelter in Montreal. And also the big lump sum donations that I've made for the Palestinian Children Relief Fund and stuff like that, and Anera, or On the Ground in Palestine.

Knowing that I'm only just over five years in my business and the amount of lives that those donations may have touched, that is so humbling to me. And knowing that I'm gonna continue for five years, 10 years, 20 years, I see myself as fully silver hair curls still running my business. Even when I could retire, I know that I will still be speaking and I will still be sharing and doing stuff online and knowing that I will continuously make donations, like looking back at my entire life after that, because I even started donating before my business, because I was learning about money mindset and I started donating small amounts to get in the vibe of giving in abundance.

Just looking back at that, at what started as a very small stream and then seeing that there were months that it was like \$10,000 donated, that feels so good to me. To look back at it if I travel into the future to be on my deathbed, to look back at it and if I could somehow feel or sense into

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

the amount of lives touched by that additional thousand dollars every month to the food bank, that's an automatic donation. That makes me feel so good. That makes me feel so fucking good to be able to do that, you know?

So just ask yourself, what kind of wealthy person do you want to be? We all know that it's more ethical to shop at small businesses. We all know that it's more ethical to buy things that were made in Canada. I live in Canada, so that's my example, right? Things that were made by hand, furniture that's made by hand here, things that are made from more earth friendly ingredients instead of like microplastics everywhere and stuff. We all know that. We all know it's better to buy from artisans, but if you are sabotaging your wealth reality, then it's gonna be those things where we're making those choices between, well, but I could just get it from Amazon, which is gonna save me \$20 on this whole order. And that could be like this whole grocery item that would make that big difference to my family, right?

There are people that, it's almost like the matrix is almost bribing them in a way to keep supporting the major corporations because they're able to make, the major corporations are able to make it cheaper. Because a small business can't make it cheaper, can't, they won't be able to survive that. It's not sustainable for a small business, but it is sustainable for a major corporation to make things even cheaper, even cheaper, even cheaper, because they have so many locations that it's still pumping out like a money harvesting machine, right? But the thing is that if you're below the poverty line, I don't blame you for buying from Amazon. I don't blame you from buying from corporations because if that makes a difference between your family being able to have this extra item of food every month or whatever, or your kids being able to have this extra item for their lunch or something like that. That, like, I get it. I get it.

But that's why we want to elevate ourselves to not need that and to be the ones who are able to spend a bit more for that and buy it local and buy it artisan. You know this. You know that this is more aligned with your values. If you're listening to this, I'm sure. Like, I don't know how it could be not be aligned with anyone's values. You know what I mean? Unless you're a fashionista. Sorry, sorry. Get a little crazy over here.

So I think ultimately, like, we know what our values are. You know what I mean? Like, I buy wax candles made from the candle maker who has their candle maker making studio here in Montreal. And I just met them randomly selling their candles outside, like, just like on a table outside one time. And like, I will order from them and they will deliver it, come on their bicycle and deliver me those candles. And I could buy them for way cheaper if they weren't that high quality and artisan made, right? But that's not what I believe in.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

Wealth empowers you to actually live your values even more. Because if I didn't have that wealth, I would be more pushed in a corner to save that five bucks and buy on Amazon. But I can eat that extra cost to live and invest and vote with my dollar in alignment with my values. Wealth empowers me to live my values even fucking more. That's the opposite of compromising my values. And that's an inner choice. That's an oath that you make.

in terms of who you want to be with money. Maybe you don't trust yourself with money. Then that's showing you what you need to work on. Maybe you think you would do great things with money, but you're afraid of what other people will think. Well, that's then what you need to work on. That's where the shadow work is pointing you.

If you're afraid of what other people will think but you yourself know that wealth could change your life and the way that you would use wealth would change the world for the better but you're afraid what other people will think, you're allowing their wound to not just hold them back and keep them small but keep you small as well. Is that aligned with your values? Probably fucking not.

There's a lot more on this topic. This is a juicy, juicy, juicy, juicy topic, but I think this was a great start, a great first to venture in. I'd love to hear your feedback and what landed with you. I'd love to see you guys sharing the podcast on your stories. Tag me if you do so I can see it and I'll always reshare you back as well when you share your favorite episodes and you say what you love about it and stuff like that.

My programs that help with this for those who want to see how I sell, I speak to the people who want to work with me. I'm not speaking to the people who don't want to work with me. The people that don't want to work with me, why should I try and convince you that you want to work with me? That's barking up the wrong tree. I'm not available for that. But the people who want to work with me on transforming your wealth reality, the people who want to work with me on sacred sales and really clicking into your authentic flow with sales, not just learning how I sell, but learning how to sell in alignment for you and your energy.

Something really special is coming soon in my business. And what this is, I guess it's just time to announce it. I was gonna announce it on Samhain, which is just a few days away as I'm recording this, but it's time to announce it. I am closing the doors on all of my business and money programs. Da da da. Oof, when I got the download for this, it was, I was shooketh.

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

I had to really sit with it. It happened when I was at a protest and I was just, you know, at a protest, there's a lot going on. You're in your heart, you're in your body, adding your voice to the wave and everything. And then I just, it just like some breakthrough happened for me with the collective field. And I knew that this new era was coming for me. The Aquarian Age Business is just one part of the reveal of what has been happening behind the scenes for me. That's just one part of the reveal is this podcast. But actually.

There is a whole new era and multiple reveals coming up. And I knew even though part of me really wanted to resist it, I knew that to make the space for this, I was gonna be closing the doors to all of my big business programs. The programs that are in the format of eight to 12 modules, all of those big business programs that are priced around \$2,000. That was what like I've made seven figures or like over seven figures from those programs. I am so proud.

Proud of these programs, programs like Wealth Magician, Sacred Sales Ascension, Rich and Resourced, that's the money nervous system program that is actually a nervous system and trauma healing program with a specific lens of money and abundance, but it also is just healing for your being in general. I'm so proud of this program. A part of me really wanted to resist this download that I was getting of closing the doors to these programs.

But I knew, I knew in my heart of hearts that I needed to in order to have the space to even receive the full download of what was coming. And Scorpio season, death and rebirth. My North node, which is a point of destiny, is in the eighth house, which is the house of death and rebirth in Pisces, which is about trust and surrender. And I'm actually in my nodal return right now. The North node is in Pisces right now. Guys, random side note, the year 2025 is numerology number nine. I'm numerology number nine.

It is the Year of the Snake. I'm Year of the Snake. And of course the snake sheds its skin. It's North Node in Pisces. I'm North Node in Pisces. So it is my nodal return in my eighth house, which is the house of death and rebirth. A part of me said, why can't you just also do the new era and keep all these programs? But I knew, even as I'm saying it right now, I know that's not the truth. So there's going to be one last opportunity to sign up for these programs at huge savings and amazing pricing.

These programs have served hundreds of people to change their lives, change their wealth realities, up level and support their businesses to such a high degree. I can cry at how proud I am of these programs. This event where you will have this opportunity is coming up. So there is

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

a form to sign up for in the show notes if you want to sign up and have first access to this offer before I close the doors on my entire business and abundance.

Mystic Magnetism, Sacred Social Media, Soul Offering. I can go on and on. I'm not gonna make this podcast about that, but the link is in the show notes. If you want to join these spaces and enjoy these programs. They are so, so, so freaking valuable if you resonate with the way that I teach. If you resonate with my vibe and if it lands for you, you are going to benefit from these programs. So yeah, this is, okay, I'm not gonna like to start crying or anything here.

But there's a lot of emotion with this new era. And this is what transformation sometimes calls us to do. Sometimes it calls us to do things that don't make sense to our rational mind. When I could just run ads to these programs or something, or just continue enrolling people and making amazing money from these programs, but something different was calling me. And sometimes we need to trust that. And sometimes that is one of the most alchemical things that we can do. So I knew that I was getting the calling for that.

And yeah, it's very, it's really special to give this more full announcement of it here on the podcast and soon I'll be sharing it on Instagram as well. So add your name to the list. If you want to know as soon as we open the carts back up, because all the programs are vaulted right now, you cannot join any program right now. And you'll be the first to know when these are available. There will also be special bundles. There'll be a bundle just for, there'll be a money bundle. There will be different types of bundles, business bundles, more energetics and manifestation type bundles, and then also individual programs. So anyway,

I hope that this Money Shadow Work episode resonated with you. I deeply, deeply know in my bones how important us having resources will be to the revolution and will be to the New Earth movement. You can create things for free that you gift to the collective, but no one should ever pressure you to do your work for free when you don't want to.

Or to do your work for less when you don't want to and that doesn't feel right to you. That is exploitation and you're allowed to be unavailable for that. You can serve a lot of different people at a lot of different levels, but ultimately you're the one who has to feel into that aligned pricing. We talk about pricing in Sacred Sales Ascension, by the way, where I go deeper and do some energetic stuff on embodying that price. Cause I know that's a big thing for people.

Sometimes they know that. it is time to raise their prices, but they have trouble embodying that or they're afraid to own that or they're afraid of the rejections that might come from when that's

THE
AQUARIAN AGE
BUSINESS
PODCAST
with
AYESHA
DURRANI

not aligned with certain people anymore. And it's deep. Money Stuff is more than one podcast episode. It's really deep because it touches on our childhood. It touches on survival. It touches on our root chakra. It touches on a sense of safety and stability. Trust me, I know, because I grew up in financial instability.

So please let me know any thoughts, your breakthrough moments, feel free to send requests over my way. They're very welcome. And I just thank you so much for being a listener of the podcast. I will see you guys in the next episode.