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P O D C A S T

*with*

AYESHA  
DURRANI

Episode 11

Welcome back to the podcast, loves. I've been wanting to bring this one to you guys for a hot minute. It's actually going to be part of a series about the biggest mistakes that I see entrepreneurs make. But I'm so glad I'm starting with this one because this one is kind of the umbrella over everything. This one is the mistake that if you rectify it,

you are going to be on such a higher trajectory for your success and it will help you with all of the other... It's like a domino effect. Like when this one is aligned, it is going to ripple out into all other areas and make kind of like neutralize and undo and transmute a lot of the other things that might be blocking you too. So it's a great place to start because this is kind of the root and the core of other mistakes that like stem from this. So this is... It's more than one.

I'll get into it, but it is this greater umbrella of mistakes that is very common for beginner entrepreneurs who are not yet established or fully full time in their business. But to be honest, it is also common for more established entrepreneurs, even ones who are years in, even ones who have made multiple six figures in their business. If you are feeling plateaued at all, if you are feeling a lack of inspiration, if you are feeling a lack of clarity in business, if you know you could be making more income and impact, even if you make great money and you're grateful for that, if you know that it's been stuck at the same level for a while and it feels like energy is not moving, then this is also for you.

From beginner entrepreneurs to more experienced entrepreneurs, I do see this across the map. And that's what I want to get into today. So the biggest mistake that I see entrepreneurs make is doing business out of alignment with their blueprint, their astrological blueprint and their human design blueprint.

Okay, so what happens, especially for newer entrepreneurs, but like I said, more experienced entrepreneurs are not immune to this either. And we have seasons too. So where this kind of starts for a lot of people is you start your business and you follow other people, you follow other

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people's businesses. And I love, you know, having expanders in my field. I love people showing me what's possible. There is a benefit to that, to the subconscious mind where it normalizes people like making amazing money, having a lifestyle that you love, doing cool stuff, being a spiritual entrepreneur. Like there is a benefit for your subconscious mind to have those expanders in your field.

But where a lot of people go wrong and start making this mistake is they start trying to live someone else's life. And it's not intentional. People are not consciously thinking. I want to live someone else's life. But the thing is, when you are influenced by what other people are doing without taking into account the difference in your blueprints, you are way off track from your own success pathway, from your own success timeline. Another very common thing is hiring coaches. That's right. And you're paying coaches good money to learn their strategies and their strategies have worked great for them.

So the coaches that don't understand differentiation and they don't understand astrology and human design. And they're like, yeah, let me teach you what worked for me. This is how I made this money. This is how I grew my business. This is how this worked for me. This is the business model that works for me. And when you've paid money to someone, you want to do what they're saying, kind of, right? Like you don't want to pay for something and not be influenced by it or not learn from it or not grow through it, right?

So the reason that you're hiring someone and you're or joining a program and you're learning these strategies is because you want to try them out right for yourself right but the thing is that so many coaches are just teaching you what worked for them and they don't understand that that's not a one-size-fits-all solution and that it's not going to work for all their clients and in fact it can be harmful for some of their clients. I'm a projector so when I, and I still hire generators and manifesters, but because I, and so what I'm saying by the way, I'm not saying don't ever hire someone who doesn't understand differentiation.

But for you, as the sovereign being that you are, as the leader that you are within your own business, I want to offer you a mantra that has helped me a lot as a project, because I'm a projector in human design, which is a type that is, you know, this we live in a generator and manifesting generator world. So as a projector, a lot of the strategies that people say, like the majority of strategies that people put out there are not aligned to me at all, okay?

And it's not just about being projector. It's like my whole blueprint, my astrology placements, everything, like most of what people put out there is not aligned for me for a variety of reasons.

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And so I'm gonna give you the mantra that has helped me stay in alignment with my own blueprint over these almost six years in my business, multiple millions of dollars made in my business, thousands of clients served around the world, et cetera, et cetera. And the mantra is "that's interesting." Okay, so that's interesting.

When do I use that's interesting? It's when a coach is sharing a strategy that I know to be unaligned for me. And it's not, okay, this is a tricky, this is a slippery slope, okay? Because we don't want to just be uncoachable and just be like, that's not aligned for me, so I'm not gonna do it. So I'm not getting results, because I'm not changing anything. That's weak leadership for yourself, right? So we have to find that balance point where we are.

Okay, if I'm joining a program or I'm hiring a coach to help grow my business, I got to be open to doing things in a new way, right? Because if I want something different, I have to choose something different. So we do want to be coachable. We do want to be open to new ways of doing things because experimentation creates experience, which gives us wisdom. And it's like, there's no, I'm going to make a whole other podcast episode about this, this next phrase I'm going to say, but the phrase is nothing is wasted in business. Okay. So.

We wanna grow, we wanna try new things, et cetera. We do wanna be coachable and be open to new ways of doing things. But sometimes when someone is giving me a strategy and they are a pure generator and they have a totally different astrology placements to me, and I know for a fact, I don't wanna fucking do that. Like sales calls, like I don't wanna give my energy for free. That's what I do in my content. I'm creating that for free. So there's certain things that it's just like, I know I'm not gonna do that.

Just because I know that it worked for their blueprint, because I also tend to want to know the blueprints of the people that I hire. Not like that I have their birth chart saved or anything, but I know the human design types of the people that I hire at the very least. Seeing that, okay, like that makes a lot of sense for that person's blueprint. And I know that it doesn't really make sense for mine. Having that knowledge for yourself will help you get better results no matter who you're working with.

So I'm not saying you only should work with experts in human design and astrology. That's not what I'm saying. But what I'm saying is you yourself understanding your own blueprint and being the sovereign leader of your own life where you can sift through and filter through the strategies that, because we know there's no shortage of strategy. Everything is at your fingertips. You

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could find a strategy for absolutely anything on Google, on YouTube. There's no shortage of strategies

Okay, so when people are like, oh, I just need a strategy. It's not because there's a lack of strategies. There's a sea of strategies. There's too many strategies out there. There are strategies that completely conflict with each other. I had a conversation with someone. It was a sales person, because I was interested in this course that was about, it was like a program about scaling your business. And it's from like quite a big, like a male coach who was quite big in the space. I'm not going to name him because I never worked with him. So I don't even have an opinion on him.

But I spoke to the person on the sales team and I was like, I'm interested in this. And it was one of those things where they don't even tell you the price, which I hate. But I was like, this was literally my first few months in business. And so I ended up on a sales call with the sales person. So he had a sales team. It wasn't the coach himself speaking to me and it was the man as well. And so that was just interesting. So it was a very masculine approach. And he was like telling me this, this, that, this, that, this, that. I was like, but I don't.

Basically he was explaining the strategy and that it involves sales calls, like me doing sales calls. And I was like, I don't do sales calls. And he straight up told me, you cannot have a six figure business without doing sales calls. And I was like, I don't know about that. And then he, ultimately the program was like \$12,000 USD dollars. I didn't even have space. I didn't even have a credit card limit anywhere close to that high. And that time I think I had a \$5,000 Canadian dollar credit limit. This was like 12k USD.

So I was like, well, wish he told me that before this 45 minute phone call. So I'm not a fan of sales calls, I'm gonna be honest. Maybe it was because of that experience where I was just like, wow, thanks for wasting my time. Because if I knew that price at the beginning, I would have just known that I simply, it was just not aligned for me in this moment. Because I'm not willing to go sell everything I own to get this course. So that was the end of that. And here we are, millions of dollars later, and I've never done a sales call, okay? Actually I have done like, one or two sales calls, but I never actually closed a client from a sales call.

So none of my sales came from sales calls. I just tried it out. And part of why I tried it out was because it seemed like everyone else was doing it. Right. So I only did it twice. I noticed that I was overgiving. That was my own choice, but also I just value my energy more than that. And I think I make more money from putting that time toward creating a content that then can go

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reach hundreds or even thousands of people instead of having a one-to-one sales call where I'm giving my precious projector energy away for free. Right.

Yeah, so that's my story with sales calls. So I still tried it though, because there was an element of, well, this is what everyone else is doing. Everyone else does launches like this. Everyone else has like a free webinar and then it leads to this and then it leads to that and da da da da. Like, you know, everyone else has an email sequence of 10 emails that go out automatically as soon as you join the list. I don't have that. I still don't have that almost six years into my business. So all of these things that it's like, we need to be really.

Honest with ourselves, when we are doing things because we think that that's just the way it has to be because of what we're witnessing, other people do. We need to understand that other people have a totally different blueprint to us. Even other projectors have a different blueprint than I do.

So when one of the greatest things that you can do for yourself, one of the greatest gifts that you can give yourself that will never go out of style, that will never stop being useful, that will never, you'll never reach the end of it because it just keeps giving to you forever... is intimacy and illumination of your own blueprint, of your astrological blueprint and of your human design blueprint. Within that, then, because I still hire coaches that are not astrology and human design people, right?

Like because why would I hire an astrology coach? You know what I mean? Like it's pretty rare. I might gift myself a solar return reading every now and again, but I don't do that every year anymore. So I work with coaches because I like their energy, because if I hire a generator or manigen, it's like understanding blueprints even means this as a projector, my sacral in the, my, the energy center of my sacral in my human design body graph is undefined because all projectors are non-sacral, also reflectors and manifestors were the non-sacral types.

So when I hire a generator or manifesting generator, they are actually conditioning my sacral. And that's actually what I hire them for. I don't hire them for strategy, even when they are strategic business coaches, because I am a strategy queen. I am a highly strategic person. I love chess. I love math, I love investing in stocks, I'm a projector. It's like, you're not gonna out strategy me, but I will still hire them and hear them out.

One, of course for me as a business coach, there is the added benefit that what I learn from them, I can pass on to my generator and ManiGen clients because I understand how the

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systems work, even when the person teaching it didn't associate it to human design at all. If I learn amazing strategies from a generator or ManiGen, that's supporting me as a business coach for my future clients and my current clients who have that blueprint, right? So that's been, that's leveled me up as a business coach. So it has that benefit.

But in terms of applying their strategies to my actual, what I'm doing, I go back to the mantra of 'that's interesting'. So they say strategy that I'm like, bro, this is so much energy. This is so like, this is not, I just know, I just know. And I'll say that's interesting and I'll filter it out. So the solution isn't always only hire the perfect person who has that missing puzzle piece that you don't have and perfectly understands you. That's not realistic.

Hire people that feel empowering to you. Hire people that make it, especially when I hire generators and mani gens, I hire them because they're having fun. And I wanna have more fun in business, because I can get a little serious with my Mercury in Capricorn and my projector aura. I can get a little serious. So I hire people who make the journey of business more fun, because the journey of business is lonely sometimes. Let's be real. It's a lonely path. Even I literally have two private coaches and I'm in two masterminds right now. And that's not an unusual thing for me. I like a luxurious level of support.

I have seventh house placements, I'm a Pisces moon. Like I just like a lot of support. So I give that to myself because it makes the experience more fun. It makes the experience better for me. And even with that level of support, I'm still walking my path alone. That's the truth of entrepreneurship is your coach can be side by side with you, but they cannot walk your path for you. And they don't, you know what I mean? Like they're not fully in your shoes, right? So.

Because of that, it's like, I'm not saying only hire people who have the full understanding of your blueprint. Of course you can hire me. Of course you can join in my spaces, in my group coaching spaces where I know people's blueprint. And it's like, that's, there's a lot of magic that happens in my world. But you don't have to only hire people that know that; you understanding it for yourself can help you sift through and filter through the sea of endless strategies, the majority of which are not gonna be aligned for you, to be honest, to be real.

Because even if you're a generator or mani-gen, and that's what the majority of the world is, that doesn't mean the majority of strategies are right for you. Because if the strategies are very work-heavy, but your south node is in Virgo, or your south node is in Capricorn, and you're already a fucking work-olic, you're not aligned to your destiny because your north node is more about the emotional alchemy and transformation using your intuition. But they don't know that.

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So it's up to you to know it. Yes, you can hire people who know it. But that kind of limits you too, in a way, because like I said, I hire mostly people who are not super into human design and astrology, but there's something I admire about them. I find them empowering. I like the way they communicate. I feel like I have fun with them. I feel like they got something to offer me ultimately. Then it's my, I take the onus basically. I take the responsibility of, I filter through what I know is not aligned for me, while also being open to being coachable and being open to try things and being open to experiment with things.

Because what's the point in learning all this stuff if we just do the same shit all the time. That's not what creates change, right? So we are fine. That nice balance where we are open and flexible. You know what they say? Like, what is it? It's like the tree branch that bends in the wind. My God, I'm totally butchering this, but you know, the tree branch that doesn't bend breaks. I think something like that, right? The tree branch that doesn't bend breaks.

So it's not about being rigid, it's still being coachable, but if you understand your blueprint, the benefit of being able to filter through all the stuff that's not for you, my love, is saving time, saving years of trial and error where you might never even get to the same results that you would have gotten to so much faster by being aligned to your own blueprint.

So another way of looking at this is being internally guided rather than so externally guided, looking outside, well, this coach says I should do this and this person is doing this and this person is doing it like this. This person is doing these reels all the time. This person is doing this type of pose, blah, blah, blah, blah, blah. And not actually using yourself as the ultimate guide, using yourself as the ultimate teacher, the ultimate guru. Your higher self is your highest mentor.

Above all in the hierarchy of your mentors, your highest self is above your fucking coach. I don't care how much money that you paid them. And your higher self is communicating to you with your astrology chart. When you are reading your chart, you are seeing a map of your self actualization. When you are seeing your chart, you are seeing what your higher self and spirit chose for you in this lifetime.

So understanding that gives you the skill of filtering through the sea of what every fucking one else and their mom and their dog is doing in their business and select and choose what's right for you. And that's how you quantum leap to amazing results. That's how I went from 80K in my first year, US, which was amazing because that wasn't even a full 12 months. That was from the end of March until the last day of 2020, 80K US. So I did make six figures in my home currency, the Canadian dollar. I charge in USD, so I, you know.



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Just to clarify in case sometimes it sounds like I'm not saying the same numbers all the time. So I do charge in USD. So it wasn't a six figure year in USD, but it was actually in Canadian dollars. But I went from that to 385 K in my second year to 615 K in my third year. that, that came from not needing to trial and error for five years to have my first six figure year, because I knew my blueprint to begin with. That's all I knew when I started my business.

That and how to give an amazing reading, because I was doing paid readings for about two years before starting my business, but I didn't know business stuff. I didn't know sales strategy. I didn't even know what copywriting was. I thought copywriting was, I copywrote this so it's like protected and owned by me. That's what I thought copywriting was. So when I would see things, when I was learning about business, I'd see about like copywriting or like, what? Like, okay, you're like writing copy for pay. Why is it called copy? I still don't know why it's called copy. But all that is to say that that's all I had at the beginning.

And that was enough to quantum leap me because I wasn't wasting my time trying to walk someone else's path. And you're not intentionally doing that when you're trying on other people's strategies, but you're inadvertently doing that. You are walking someone else's path when you are just doing the strategies that they laid out for you when it is not aligned to your blueprint. And by the way, something people will say, people will have a bit of spiritual bypassing with the whole alignment thing like,

Yeah, I signed up for this, it's just no longer aligned for me. That's not integrity. Right. So when it's like, it's just not aligned for me to do anything different than what I'm doing. Okay. Like I said, if you want something different, you have to do something different. But it's a different thing to understand what your blueprint is. And then in the things that you let, where you are learning, the containers that you're in, the spaces where you're learning, the ways that you're educating yourself, even from reading a book or reading a blog.

You will start to understand what is actually aligned for the highest expressions of your placements. And what the birth chart is, is the instruction manual for your self-actualization. It's not an excuse. 'No, I just can't do that because I'm a projector.' I know, people have shallow understanding of things. Like people think, I want a six figure business, but I'm a projector. So, and they're kind of implying that a projector can't have that. And it's like, literally our signature is success and we're the guide. So what are you talking about?



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People have misunderstandings about things and then they use that as excuses why they can't have stuff. So it's not that you can't have something that someone else has who has a different blueprint, it's that your pathway to your own highest version of success is different than theirs. And the destination might be different too. Maybe. But don't use it as an excuse because when we're using something as an excuse that's kind of demonstrating that we're in a shallow understanding of that placement. We're seeing things as black and white.

When we're seeing things as black and white, that's usually an indication of some sort of fragmentation within ourselves. So I've even had people say, like I want to have a business, but I'm neurodivergent. And it's like, yes, I am also both, I have ADHD and autism. And I think having a business is the most amazing thing for neurodivergent people because we can create a life around our needs and around our unique flow and the unique way that our mind works. And we usually have a hyper fixation, right? Like something we're obsessed with.

So why, it's like, yeah, you're neurodivergent. Why does that mean you can't have a business? To me, that's a reason why I should have this business because I'm very unhappy in jobs because I'm neurodivergent. So it's not about using our blueprint as an excuse. That's basically like indicating that a person has an immature understanding of what the blueprints are for. The blueprints are not putting you in a box. The blueprints are not telling you what you can and cannot have.

The blueprints are telling you the way that you work and the instruction manual to your self actualization. And you don't want someone else's results. You want your highest expression deep down. You don't want someone else's money wins. You want your destiny fulfilled, right? That's the real desire underneath. Okay. So stick around in my world.

And by the way, I'm going to take this moment to let you know that I am doing a free masterclass, my final free experience of this year. It is called New Earth Destiny. And this is just really about me pouring into my community and being in celebration of 2025. If you're listening to this in the future, check the show notes, we might have the replay available for you or maybe not. I don't know that in advance. But if you're listening to this in the future, check the link anyway, because it's not a time specific masterclass.

It is an offering in order to ripple out the activation for people to be rising into their destiny and your destiny timeline, your destiny path is the path of your most aligned abundance. The abundance that feels the most incredible to your soul, that fills all the cups in your life, fills your own cup and overflows to the world around you in alignment with your blueprint. The feeling of

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of waking up every day knowing you are on path and on purpose and the magnetism of being fully who the fuck you are and birthing a business in alignment with that. Rather than what most people are doing, which is conforming themselves and distorting, contorting themselves to the box that they think their business has to be.

It's inverted, it's an inversion, it's the other way around; know your blueprint and birth your business from that in honour of that. Your blueprint is not holding you back from success. It's the idea that you need to contort into a certain way of doing things that is holding you back from success. Your business is actually meant to honour your blueprint. Whether you are neurodivergent like me, whether you are a projector, whatever that your type is, we all have a unique path to success. And the sooner we get off trying to walk other people's paths and follow in other people's footsteps, the sooner you arrive where you are meant to be standing on your path.

So I'm so excited to be leading New Earth Destiny and all the details for that are in the show notes to sign up and join us for this experience. I'm so, so, so beyond excited to just be with my community and ripple this out after really walking this path with everything that I am and everything that I have for almost the last six years.

So yeah, it's rare that I do free master classes. Like I said, as a projector, that's not something, I'm not the type to do this even once a quarter or even, you know, it's like once or twice a year. So I'm really, really excited and I've never brought this to y'all before. So the link is in the show notes to sign up for New Earth Destiny and I cannot wait to see you inside. Thank you so much and I will see you in the next episode.