

T H E  
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*BUSINESS*

P O D C A S T

*with*

AYESHA  
DURRANI

Episode 18

Welcome back to the podcast, my loves. I want to chat with you today about one of my most common questions that I receive from clients and people in my world is how to show up in our businesses when the world is aching, when there are these massive global events, political things happening, oppression, injustices, there's mourning, there's grief. It feels like it's one thing after another.

I am so excited to talk about this today because I know how present that this is in the field right now because we're heart-centered people. We have a connection to what is going on. We are all connected in a tapestry of the collective consciousness and there are atrocities happening left, right and center. Let's be real. So I have received a lot of this feedback and reflections and questions from people because I've had my business for almost six years. It will be six years in March.

And in that period of time, there's been a lot of different political movements and things that were happening from Standing Rock to Black Lives Matter to, it can just go on and on and on and on, right? We're in a time where the powers that be, the matrix system, the powers of extraction, exploitation, like these systems that dehumanize and count on us dehumanizing and desensitizing to what's going on.

They are increasing in a way because of their desperation. So this is the end and the beginning of the new earth. So because of that, these systems that have been in power for so long in ways that humanity was not aware of secretly behind the scenes for thousands of years, manipulating us, manipulating and rewriting history, manufacturing consent for all this crazy stuff. These systems are in their death rows right now. They know the end is near for them. It's literally written in the stars and you best believe that they are using astrologers.

There is so many indications of this from the dates chosen for some of the most major things that have happened to elections and blah blah blah blah blah. Like I have no doubt that they use

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astrologers. Rulers, emperors, and kings in history have always used astrologers. So why would it be any different now except that the mainstream messaging around astrology is like, haha, that's this dumb fake thing, but that's, I believe that that's so the everyday person doesn't use it or feels weird about using it so that the powers that be can continue to use it and have yet another leg up and advantage over the people and the majority. So quite the intro, I know, but welcome to, welcome to my world and the way that my brain works.

I want to get into the question on how do we show up for business and our path, our purpose, our offerings, making sales, calling in clients during times like this? The answer is a mix of strategy and energetics and emotional intelligence. So the first thing is, and this is just my suggestions, right? You can obviously, I shouldn't have to say this, but like you're a sovereign being, you're the authority on you, but I'm gonna answer what my suggestions are and what I've personally done in all these years through all these different things and different things happening in my life as well.

Times that I was in a lot of personal struggle and still showed up, and that's a very common question that I get is being consistent, being consistent and showing up through the various ups and downs of life. And let me tell you right now, we're not necessarily looking at an extended period of calmness and peace anytime soon. We're literally in the beginning stages of a revolution and that revolution is gonna take time and it involves a lot of different things. So don't think, I'll just wait until things are just, if we chose to just wait until nothing was going on in the collective, you're gonna be waiting forever.

And your purpose path, your soul business deserves better than that. Your work and your medicine deserves better than that. Your soul constellation clients that are meant to be impacted by the work that you do deserve better than that. So the answer isn't wait until things calm down because you might be waiting a long time. And the answer is how are we dancing with it in the moment and how are we leading ourselves through it?

Because the way that we lead ourselves impacts the way that we lead in our businesses. The way that we lead ourselves in the times of struggle is what actually carves and shapes what our evolution will be in the next cycle. So one piece that's very important is to not compartmentalize things where it's like, okay, here's what's going on in the world. Let me make this massive wall. Let me wall off this part of myself that feels pain, that feels sorrow, that feels grief or confusion. Let me just put up a big wall around that and let me just go business as usual, plant a smile on my face, try and stay quote unquote high vibe.

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Check out my podcast on what it really means to be high vibe, by the way, if you think you need to be in a good mood to sell. When did the myth come that you need to be happy and smiling to sell? I don't know.

But actually what your people want is what is real and authentic, right? So we need to be real and authentic ourselves. And that includes the welcoming of our different emotions. We don't need to be in a joyous chipper mood to succeed in business. And it actually kind of harms us to force ourselves to be in that. So what I don't recommend is putting up a massive wall, compartmentalizing stuff, suppress, suppress, suppress, suppress, and then wear a mask online and just close your eyes, close your ears and go la la la la and not pay attention to what's going on.

That's not what I recommend because that walls you off from the collective. And if you're here to lead, you are meant to be in connection with the collective, right? And if you're having those feelings and you're suppressing that part of yourself, you are choking off a part of yourself, which actually robs you of energy. It robs you of life force, it stops the chi from flowing, it stops your inspirations and leadership from being truly embodied because there's places within your being where you have a wall up and that creates blockages.

So there's, just a lose, lose, lose really to do that. So part of self leadership is how we create the space for ourselves to process the emotions, being with the emotions of grief, being with the emotions of sorrow. There are definitely times where I had planned I was in the middle of a launch or I had planned to start selling something and some major event happened in the collective, some major event happened in all of the geopolitics and the crazy stuff that's going on, like a tragedy that really really moved and touched me and really was like oof. And in those times I prioritized what was real for me, which was changing my strategic plan instead of being attached to what passed me in my mental body, in my ego had chosen, Tuesday is gonna be the day that we start this launch.

Well, if that day was a day that something happened that truly touched me, I'm not saying every time anything happens in the world. I'm talking about specific times where something touched me very deeply. The example that comes up the strongest is Aaron Bushnell. If you know, know, if you don't, maybe look it up. Aaron Bushnell was a man from the Air Force in the United States, a very young man who gave his life for the movement. And I think about him all the time. I want to name my firstborn son's middle name Aaron or something like that, like such a hero to me. And when that happened, my strategic plan is going to get crumpled up and thrown out the window because what was so much more real for it would have been fake for me to just be like,

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well, past me said this was day one of my launch. So I guess I'll just put up a wall and just put a smile on my face and get on camera and launch a program that did not feel authentic to me.

So I sat with the feelings and moved through the feelings myself in my heart. I created the safety for myself in my body to process and metabolize what I had seen and what I had heard and let it break my heart and let it break me open and let it really move me. I cried, I prayed, I lit a candle. I've been lighting candles for the fallen since October, 2023 when I was in Cairo at the beginning of the escalation in Gaza.

And that has been a very powerful practice for me because if we believe in magic and we believe in the power of prayer, why are the witches not at their altars like every single day praying for peace, like truly doing it, not just saying that they're doing it, but actually doing it if we believe in magic. And I do. I would write, sorry, I would sit and light a candle in prayer for the fallen. I would pray that their souls could make it back to source, protected and divinely guided. I would pray that their passing would help humanity awaken and so that we can move toward revolution. Like I would sit and pray and that is an amazing way to move the energy for myself while also contributing to the field of love and change that is being generated by all the people who are for the revolution and new earth.

So I had that practice and I had a candle already that was my passed on loved ones candle. So I would light that for passed on loved ones when friends, family members would pass away. And yeah, it was just my passed on loved ones candle. And so I then extended that to more world events and you know, Hind Rajab's anniversary of her death, the five year old girl was yesterday at the time that I'm recording this. So that was a time to sit and pray and just you know, try and be changed for the better in my leadership by what I was witnessing.

So moving through the emotions, allowing when we are in a place of, something happened. Okay. I need to say something to my audience. What do I say? That's not the true potential of your leadership. That's not the most powerful seat for your leadership thinking you need to say something virtue signaling, thinking you need to

Yeah, basically thinking you need to say something from a sense of obligation. That is also indicating to me that you're not feeling it fully because it goes right away to almost like a deflection of, okay, well now what do I do? What do I do in public? What do I do on my platform? For me, I go within, I let the energy move me so that I'm not choked out and then trying to like sell something. I let the energy move me and move through me and then I will share from a place of that energy having shifted.

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Not that it's 100 % shifted, not that I have it 100 % figured out, but not from a place of feeling choked by it or that I'm walling it off, but from a place where I've let it move through me somewhat and I'm at a place of like wanting to say something, even if what I'm saying is I have no words, because expression is part of my processing. So it's not because I don't do that because people, I think people think I should. In fact, a lot of people think I shouldn't.

People have straight up told me you shouldn't be talking about stuff like this, stick to astrology, blah, blah. So I definitely don't do it because people think I should. I do it for myself. I do it for my values. I do it for being proud of how I have acted in this time of revolution. Then after, let's say that I want to do this launch, this launch is important to me, sabotaging my launch doesn't help anyone. Sabotaging my sales doesn't help anyone. If anything, it empowers the system even more.

So then I will clean up the energy and whether it's the next day or whenever that it feels truly ready, I will move into sharing about my launch. I will move into doing it. But the thing is that instead of trying to like put on a different hat and then, okay, now I'm putting on my sales hat. Instead of doing that, I will allow it to move through me. Also taking care of the nervous system, right? So doing my practices, having an Epsom salt bath, doing some somatic movements. listening to my body.

Does my body wanna walk? Does my body wanna move some energy in the gym? Does my body wanna do a yin yoga in the morning to just soften and open? When our channel is open and clear, we don't need to grasp for things to say. We don't need to put on a mask and go, okay, what do I say now to get people to buy? That energetic is right away. If you ever recognize that energetic playing out in your mind or your actions,

You can know that's not your sacred success path. That's not your highest timeline of success. We don't say things to get people to buy. We open our channels. We sit in the throne or the seat of our power. We sit in our leadership. We rest into our backbone of our values and our ethics. And because our channel is clear, we find something to express. allow. We don't find, we're not looking and seeking. We allow something to express that is authentic, authentic to how we feel.

So when I'm feeling heartbroken about the world, why should I stop then helping entrepreneurs make their dreams come true with soul business? Because I believe that the new earth requires money and resources for us to buy lands, protect lands, protect one another, not be as dependent on the system, for more people to be able to actually devote more of their precious

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time and energy to the things they're actually here to do. Not the thing that they feel they have to do for money and survival within this extractive system.

So for me, my work is aligned with my values and whatever that you do, whether it's helping people with hormones, helping people with nutrition, fertility, helping them with fitness, wellness, helping them to have a clear energy, helping them to have more mastery, even helping them with your artwork that you make that brings beauty into their lives. That is part of the revolution.

So when you can ask yourself and see how is this part of the revolution, how is this contributing to great change, then you won't feel like there's this fragmentation of, okay, this stuff's happening in the collective. and I'm over here selling like the Stepford Wives vibe. You know, there's that meme of like.

in the Truman show when the, what's the woman's name? can't remember, but the actress that plays his wife in the Truman show. And she's doing the product placements where she's like, how about some of this like cocoa powder or whatever? And she's like, it's totally a product placement. And there's the meme that's like how influencers look trying to sell their stuff like in the end of the world. So to me, doing that, participating in that energetic is fragmenting yourself. You're creating a split, a split between the part of you that's heartbroken and a split between the party that wants to make money.

And when you actually integrate that and realize that your work has a part in the great change and then start speaking to that. Understand you're not helping the revolution by sabotaging your business and not serving your clients. Journal for yourself how your work does support the revolution, how there is a place for it. And there can be guilt and shame around this. It's like if you truly, guilt and shame, that's your responsibility to shift and move, right? It's not actually indicating that you shouldn't or should sell in a certain moment.

And when you can clear guilt and shame around money in general, like if you just have this fundamental thing that like selling is bad or selling is dirty, then you're gonna end up sabotaging your business and your impact and your purpose, right? And your income. But the thing is, when you've cleared that and you know what is grew and what is authentic to you, what your real truth is around money and sales, that sales are a sacred exchange between you and people that are literally many of them have soul contracts with you to work with you.

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You're here to change people's lives. Are you a stand for people doing their work for free and emptying themselves out and depleting themselves? No, you're not because that's not rightful. So sacred exchange, energetic exchange is rightful.

So when you clear the guilt and shame around selling in general, then you can feel that there might be certain days where it's like, no, it doesn't feel right for me to sell today. Not because of what other people would think and not because of guilting and shaming myself, but because authentically, that's not the truth of where I'm at in this moment. So I'm going to then lead myself through the emotions that I'm feeling. I'm going to care for myself and I'm going to revisit the next day. I'm going to revisit tomorrow. I'm going to see what is authentic to me.

Maybe I don't want to be fully visible on Instagram, so I'll write an email out to my list. I sold a pay in full \$7,777 coaching the other day from just one email. And I think that was a day that a lot was going on in the collective. And I was like, okay, well, instead of focusing on what you can't do, ask yourself what you can do. What you can do that does feel authentic. Maybe I didn't want to make that front and center on my Instagram when I'm also sharing certain things or processing certain things and there's a lot going on

in the world events and then therefore on my IG page, then instead it's like, okay, well, I can write this email. And the person who's looking for mentorship from me, who's the right fit for this, is going to be happy to jump into this because we're in a time of great change. Your work and your offers is actually so timely because we're in a time of great change.

We need to expand our nervous system capacity, our resilience, our energetic mastery and hygiene, like whatever it is that you do as a healer, as an entrepreneur, as an artist. It's not that, because all these things are going on, I can't do my work. It's actually because all these things are going on, your work has a role to play in it. And when you get clear on that, it becomes a lot more streamlined and a lot more natural and a lot more flowing to share and integrate that with your own processing of what's going on.

What's going on is meant to transform our leadership. It's meant to open our eyes. It's meant to transform our work. It's not meant to be separated and compartmentalized and walled up and put in a drawer in the basement of your psyche because you think you have to have a smiley face all the time to sell and run your business. Or you think you can only sell and run your business when somehow magically nothing's going on in the world. That's not going to happen. So you better get right with being in a rapidly changing world.

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where there are forces of evil that are acting up right now because they're threatened by us, and you better get to work in helping humanity evolve into the ones who actually reclaim our world. And your work, whoever you are, I know your work has a part in that. Your work has a part in that, so you get clear on that. You do some shadow work on your own stuff about money. I have podcast episodes about that too, your own guilt around selling whatever, so that you can actually recognize when your truth is speaking and saying, no, I'm not gonna launch that thing today.

I'm going to be with myself. I'm going to lead myself through what I'm feeling and I'll revisit tomorrow and see how I feel that not throwing the whole thing in the garbage, just allowing yourself the compassion to be human and then revisiting after you've taken responsibility for the emotions and triggers within you and moved that and tended to your energy. None of us are here to be stands for people being inauthentic.

None of us are here to be stands for people depleting themselves and giving from an empty cup. start with yourself, right? How you lead yourself through these hard times is actually shaping your next chapter in your business and in leadership. And you are allowed to take a break. You are always allowed to take a break. That's also something that we are stands for, right? We believe in people honoring themselves, honoring their emotions and not needing to work like a machine. So don't expect yourself to work like a machine. A lot of people have double standards where

They are actually treating themselves and running their businesses in ways that are contrary to their values. And that's where self leadership begins, is bringing that into balance, treating yourself how you would treat another person, having compassion for yourself as a human in a heartbreaking time, but also showing up for your work and your medicine because it deserves it. Your work and your medicine deserves to flourish and thrive and contribute to this time of great change. Thank you so much for listening.

A reminder that the upcoming lunar new year that begins the year of the fire horse is actually beginning with a solar eclipse in Aquarius and because that is so wild, so revolutionary, so powerful, I've decided to offer this moon session. Normally they're \$111. I've decided to offer it for sliding scale starting at just \$11, so I'd love to see you there. The link is in the show notes. Check out the free astrology guide.

Feel free to DM me or email me with any podcast suggestions or requests. I love to receive those. And yeah, thank you so much for being a listener and take care of yourself.