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P O D C A S T

*with*

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Episode 27

Welcome back to the Aquarian Age Business Podcast. Today I wanna talk about something that comes up a lot in calls with my clients. And I've been meaning to make this episode for months because I've never heard anyone talk about this and I think it's going to support so many of you with a breakthrough. And I'd love to hear if it does. I really love getting your guys feedback. It truly means so much to me when I see you guys sharing the podcast and telling me how episodes landed for you. And by the way, you're always welcome to request topics for podcast episodes. So I just wanted to say that because it truly means so much to me to, yeah, just be able to share this and know that it's landing with so many of you.

So here's the topic for today. Asking the right question in the wrong way or how to shift that and ask the right question in the right way. So what do I mean by this? Asking the right question in the wrong way. Oftentimes when we are feeling disappointed, frustrated, bitter, when we're just not feeling successful, when we're not feeling like we're thriving, when we feel like things aren't landing or like we're trying to get things actually going in business and it feels like a bunch of false starts or there's flops or just whatever, know, whatever is.

In the ups and downs where our energy can feel a bit dampened and we can wonder, is this, especially when we are not yet established in that flow, that thriving, sustainable, long-term flow with business, it can feel like we're in this energy of trying to get there, right? Like trying to get it going. And what is so common is people asking questions from this energy that actually could be the right question, but they're asking it in the wrong way. So what do I mean by this? When people ask questions like, why isn't anyone buying?

Why would they choose me? Why would anyone hire me? And they ask it in this way that is kind of in victimhood or feeling sorry for ourselves or self pity or being not confident or feeling insecure, imposter syndrome. Why would anyone buy from me? But you know what? That's actually a good question to ask. But instead of asking it from this swamp of emotions and feeling

THE  
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*BUSINESS*  
PODCAST  
with  
AYESHA  
DURRANI

bad for ourselves and actually not wanting the answer. It's more of a rhetorical question where it's like we're kind of imploding on ourselves.

You know what? It's actually a good question to ask, but you want to straighten your spine. You want to take a deep breath. You want to clear your mind and you want to sit at the seat of your business as the person who is the founder and visionary of a business that is going to be with you for years to come. That is a sacred vehicle for your message, for your essence, for your purpose in this world, and ask in a different way from a grounded way, not with your feelings hurt, but ask, yeah, why would they buy from me?

Why would someone buy from me? Let me make a list. Why would someone buy from me? Because I've been through this in my life, because I transformed this in my life, because I spent years learning about this, because I grew up in this environment and I transmuted it. And actually make a list, answer your question. Don't just ask it, feeling sorry for yourself into the abyss.

Sit down and answer the question. Write a list in your Google Docs and in your notes and in your journal. Here's all the reasons why someone would work with me. Here's all the reasons why someone would hire me. When something's not landing, when something's not selling, you can go, I made a post, but no one bought. Why isn't anyone buying? Or you can straighten your spine, open your heart. Connect to the earth, connect to your soul, connect to why you're really doing this. Zoom out from the - business is not about one day.

Business is not about tit for tat. I make a post so I'm supposed to get sales, right? Like business is a big picture journey. It's not about a destination. It is about a journey. So when you ask, why aren't they buying? And actually inquire with yourself. Don't just ask the abyss feeling sorry for yourself. Drowning it, cause there's so many things that are distorting the message from coming through because it's like coming from a place of scarcity where basically we're complaining, maybe we feel a sense of entitlement that people should have bought more or whatever.

You don't know what should have or should not. If everything was really aligned for people to be buying from you, they would be. So it's not about internalizing it and then, oh, and then I'm not meant to do this and why would anyone buy from me and getting in like a swamp? It's actually about clearing our energy. Grounding into the earth, straightening the spine, opening the heart, feeling into the soul with an underlying, you know what holds it all is the underlying belief that you are meant to do this.

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You are meant to do your sacred work in the world, everyone is. So when you have that underlying belief and instead you clear your mind, you sit at the seat of the leader and founder of your business and you ask, why isn't anyone buying in my launch right now? And you ask with curiosity, not with taking things personally, not with your feelings hurt, not with your old past wounds of belonging and rejection that aren't even about what is currently happening in your business.

And hey, I'm not saying be a robot and not have emotions and be perfect and don't have any wounds. I'm definitely not saying that, but I'm saying it's your responsibility as a leader and founder of your business to not allow your wounds to run your business. And of course, there's a whole topic of healings we can talk about with that. Your Chiron placement, your South Node placement, your past, your childhood trauma, your nervous system. Yes, healing is a multi-dimensional journey.

We all have things that we need to heal in this life. And we all also have the choice of how much or how little we let that in our business. And it's not about having full control over everything or suppressing your emotions. It's actually about letting yourself feel those emotions, letting yourself acknowledge the healing that needs to happen, and then therefore separating it from actually what's going on in your business, right? So that it's not leaking into everything in business.

And when you sit, maybe you wanna go sit at the base of a tree where you feel nice and grounded and you want to have a yummy soothing tea that's going to soothe your nervous system and be kind to yourself and not take it personally. The thing is when we start internalizing it, we're making it mean we're basically binding it in shame, right? It's like, it's the thing that's not being said is that there's shame that's being experienced and shame is...

You know the difference between guilt and shame. Guilt is, I did something that I'm not proud of or that I regret and now I'm feeling this emotion and it sucks and it's really hard and I wish I did better and I'm going to do better next time. And shame is I am bad. So guilt is, I did something bad and I feel bad about that. Shame is I am inherently bad, right? So that's the thing when it's like we're not getting a result in business.

This is why business is such a powerful tool for personal development and a mirror for our evolution and self-actualization because it's showing you where you have these wounds. But instead of us seeing that, instead of people seeing that, they're just making it mean things about their business. I guess I'm not meant to do this. No one wants this. It's not going to work. Blah,

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AYESHA  
DURRANI

blah, blah. And that's just a spiral that is totally optional. Okay. Suffering in that spiral is optional and taking responsibility for your healing journey is how your business is actually helping you and how these tough moments in business are actually helping you.

Because if everything was just sunshine and rainbows all the time, first of all, that's not life. But second of all, you wouldn't get the healing benefits of business being a mirror for your personal development. So if you actually ask yourself with curiosity, go for a walk, shift the energy, maybe, and I recommend this to my clients all the time, creating space for yourself to actually feel the true emotion underneath without the story that you're making it mean.

If you are showing up to a launch, it's super vulnerable and you're not getting any results right in that moment, create a safe space, I do this in front of my mirror, I do this at my altar, I'll listen to very emotionally evocative music, whether it's classical or more angry. My clients know my angst song is Orestes by A Perfect Circle, like Tool, A Perfect Circle, like Deftones, like Smashing Pumpkins, these were my teenage angst year music that I was really into, so that's what I go to to access when I want to access feeling super frustrated, or it might be more emotional piano music when it's more like sorrow and sadness, and I will give myself the space to feel the disappointment.

Because that's part of how I, as a leader, take responsibility for that energy so that it doesn't end up going into my business. Because that energy contaminates your business. If you're deeply entrenched in scarcity, and your business results are triggering that. And then you're not doing the emotional alchemy work, which by the way, I teach this in Quantum Emotion and Mystic Magnetism. I have various teachings where I talk about this. My moon and North node are in Pisces in the eighth house. It's literally all about emotional alchemy. So that's been a big part of my life.

And so the suggestion is creating the space for the feeling, for the emotion to be moved. Emotion is energy in motion. So if you're feeling disappointed, but then you just stay at your computer clicking around, scrolling around, comparing yourself to everyone and feeding into a story that you're not meant to do your business or that it's not gonna work for you. That's a choice. Another choice is noticing, wow, I'm feeling a deep feeling of disappointment and maybe this money stuff is activating scarcity things, survival things that have to do with my childhood and my upbringing, actually see it for what it is, which is something within you, a wound within you that already existed, that business results or lack of results are poking and triggering. Like they're poking on a wound, but the wound existed before the experience in business.

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PODCAST  
with  
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DURRANI

So when we let it contaminate our business because we don't want to feel it truly, but then we actually are prolonging the feeling of it because it just becomes our lived reality that we're just like, it's not working.

Then what happens is, the next time a client reaches out and messages you about private coaching or whatever, whatever that you sell, you're feeling an energy of desperation and lack of scarcity and insecurity. No matter how perfect the words are that you say, they can still feel that and it's not attractive. It doesn't mean you won't get any clients or that you have to be perfectly healed of scarcity to get clients. That's not what I'm saying. We can all feel feelings of scarcity, but when you take responsibility and ownership of that feeling and you take the time to,

Like I was saying before, I'll sit at my altar, stand in front of my mirror, I'll put on music, I'll move the feeling and give the space for me to feel the disappointment. You're allowed to feel disappointed. You're allowed to feel frustrated. You're allowed to feel pissed off if you feel overlooked because you have all these beautiful gifts and they're not yet being seen and recognized and being in proper exchange for, right? And so emotional alchemy is a huge part of it.

And then once some energy has shifted, ask that question again. Ask the question, why aren't people buying? And do some brainstorming. Don't just ask it to feel sorry for yourself in a spiral. Ask it with your journal. Ask it sitting in front of a Google Doc and put a list. Why aren't people buying? Well, I actually only posted twice in that period of time. I wasn't clearly talking about the result for the client. I was feeling insecure and that really impacted how I went to express.

I was procrastinating on making all this stuff and they ended up doing it all last minute. I didn't do much of a foreplay period before the actual launch itself. I didn't warm my audience up before the launch. This is data. This is business changing, life changing insights and information. And so many people, and I'll say myself as well, we can be in the shiny object syndrome thinking it's going to be the next coach, the next course, the next whatever. And of course I love learning and investing in myself; I always, always, always have a high level of support because it's a luxury and I want that experience in my business.

But the thing is that you can invest in all of the fucking coaching in the world, but if you are not even willing to ask yourself and look at, why didn't this launch land so far? Then what do you expect to happen? You're not in self leadership, right? This is all information and data. So one of the game-changing things is having the underlying belief that you are meant to do your soul work in this world. In fact, everyone is and you're no exception. So when you can just let that be

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*BUSINESS*  
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with  
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DURRANI

the underlying thing so that every time there's a bump in the road or a crunchy moment, you're not questioning your whole path or questioning if it's gonna work, then it's just all data. And this is my Aquarian energy coming through of the science and the strategy.

We're here working within different systems and creating our own energetic architecture for things. And if you collapse every time there is a bump in the road or a failed launch, it's not going to create what you want. Like it doesn't logically make sense to operate like that because it doesn't create the result that you want. In a way, it's just indulging the pain of our wounds. And so it's not about, once again, it's not about suppressing or your emotions not being allowed.

It's actually about creating more space for those emotions in a contained place where that's all you're doing, where it's not about the story of is this path right for me or not or is business gonna work for me? It's about the emotion itself. The energy of the emotion itself and letting it be in motion, energy in motion. And then once that moves, it's not about feeling, listen to my episode about high vibe because it's not about being perfectly high vibe. It's not that you won't sell if you're in a bad mood.

I absolutely believe that I will sell every day, whether I'm in a good mood, bad mood, worst breakup of my life, huge struggles, grieving the collective, crying all day, mental health, like moments that were tougher, tough day in my period or whatever, I believe I sell in all my moods. I believe I'm lovable in all my moods and that's something that I had to work on. So yes, I am lovable in all my moods.

It's not about being happy all the time, but it's also taking responsibility for your own feelings of scarcity, your own wounds around rejection and belonging, because then when you go write an email, trust when I say, if you are suppressing those emotions, because you're not giving them the space to truly be felt, and you're only making stories about them, and about if you should continue on the path of what you want to do, it's just sabotaging you. And then when you do get out an email, or get out a post, or respond to a client from that energy, it's not as magnetic. I'm not saying it will never, ever work, but it's not as magnetic.

Magnetism is not about happy, happy, I'm so confident, I feel abundant 24-7. Magnetism is about realness, real, raw, and being in a seat of power. And when you're willing to feel your emotions and also take responsibility for what's going on in business and be inquisitive and curious about, why didn't that land? Why didn't that launch do very well? And actually be willing to look at that, then you're in the seat of the sacred CEO, my friend. And that is a beautiful, beautiful place to be because this world is gonna continue to change.

THE  
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with  
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The algorithms and everything are gonna continue to change. The systems of money and banking are gonna continue to change. So if you need conditions to be perfect and constantly validating you, maybe this path is not for you. But I think it is. I truly think it is. I think that it's just the actual, a normal part of the human operating, divine human operating system that we, many of us have businesses doing what we love.

Before corporations took over, I think that that was the norm. It's not a new trend, entrepreneurship, people making businesses and also having small teams of staff and stuff like that. Because not every single person needs to own their own business. But I do know that if you have spiritual gifts that you want to share with others, you are meant for this. So I invite you to be unavailable for questioning that piece and instead redirect your questioning energy. Say the same question, but ask it in a different way.

Why would they buy from me? know, why? Versus, hmm, why would they buy from me? Maybe it's because I'm extremely badass. Maybe it's because I transmuted all this trauma. Maybe it's because I used to struggle really hard with codependency and now I teach people secure attachment, know, whatever that it is. Our struggles and our transformations are usually how we came to our gifts and refined and unlocked our gifts. So there are reasons why people would buy from you. So answer the question, but ask it in a different way.

Let me know if this resonated with you. I'm so excited to finally bring this to the podcast. And yeah, I just think this is, I think this is an important piece and I need these reminders myself as well. Inquiring and actually asking the teacher within, the wisdom within, the guru within. We're gonna get so many more answers and breakthroughs than not doing that and not actually looking at the results in our business, not actually taking in the feedback and data to get better instead of looking at those metrics and making it mean some sort of shitty story about ourselves.

That's a choice. And so this is a time of sacred responsibility. And this is a time of really entering into that CEO and leadership energy in this way that's very rooted in spirituality as well. So instead of the sorry for ourselves, we can do that. You can feel sorry for yourself for some time, but have it be a dedicated container for that. To just be like, this sucks. It sucks to feel overlooked. It sucks to feel disappointed. I've told a few friends who have expressed to me that sometimes they struggle holding space for people or without trying to fix the other person.

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with  
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And I said to them, the two magic words are, that sucks. If someone's telling you about all this stuff that they're going through, just compassionately being like, wow, that sucks. I think is just such a game changer, without trying to fix them unless they're asking for advice. Maybe I came to that because I'm a projector. People don't like when I give advice when I haven't been asked.

So yeah, that sucks. And giving that to yourself. Being like, wow, that really sucks that you worked really hard on that and it hasn't had results yet. But the reason it hasn't had results is still something for you to find out. And the reason is never because you're just a piece of, piece of whatever and you're not meant to do your spiritual work in this world. That's never the reason. That's only the voice of our wounds.

So it's our part of our responsibility and really saying yes to our mission and our vision. Also protecting our mission and our vision from our own wounds and taking responsibility for those and having a level of separation, so that those wounds are not leaking into all the content that you're making, which just perpetuates the experience of the launch is not going well.

So I hope that this helps. Let me know if it did, and I'll see you in the next episode.