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*BUSINESS*

P O D C A S T

*with*

AYESHA  
DURRANI

Episode 30

Welcome back to Aquarian Age Business. The message I want to bring through today for you has been really close to my heart and in my conversations with my clients at the highest level, as well as clients who are becoming more established right now. And this is the message that your next level of leadership, prosperity, life-changing wealth, and the true impact that you're here to make, as in how high that you're here to rise, how much you're here to expand, is directly related to how deeply you need to root and how much safety to develop within yourself.

Your new level of leadership requires a new level of safety. Safety is not about only the things that are external to us. Safety is source from within ourselves because as high earners know, we can have all the money in the world, more money than we ever dreamed of making. We could be making more money in a month than we used to make in a year and still feel unsafe. And that lack of safety might not be that obvious. We might not consciously think, I'm not feeling safe right now, but it manifests and expresses in our lives and businesses.

Just some of the ways that it manifests are spending. Spending a lot, increasing your expenses, always investing in the next shiny object so that no matter how much money you make, you don't necessarily have that much to show for it in your personal net worth. That's one common way that it manifests for high earners. It can manifest in always feeling like it's not enough, moving the goalpost forward constantly, which of course we're here to grow, we're here to evolve, we're here to expand. We don't want to just rest at one level usually, we want to feel that sense of growth.

But when we are putting that number on a pedestal and it's like we're always chasing a carrot that's dangling from a stick and it would just always remain a certain distance from us, because we keep moving the goalpost forward before even truly receiving and celebrating what we have created so far. Because if we can't celebrate our, you know, 2K month, don't think you're gonna really be able to celebrate your 20K month or your 60K month because that feeling of it's not enough, the deepest core of that feeling is actually I'm still not safe. Because what if this is it?

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What if I don't make that ever again? What if I never get another client again? You know, those fears come from, ultimately the core is not feeling safe.

Other expressions can look like not putting ourselves out there in the ways that we're truly inspired to, not taking the risks that we wanna make, the risks that we're called to take. So there's certain things that worked for us to get where we are. And we know, cause we know the saying, we know how true this saying is, that what got you here won't get you there.

But we become comfortable and familiar with the frameworks, the types of offers, the types of clients, the types of content, and those neural pathways are now very developed, right? So it's easy to click into the way we've always been doing things. But if that doesn't feel fulfilling, if you're doing it on autopilot, then you're not fully fully fully on your highest path of success.

You've just veered off and that's okay, we do that. We all veer off and it's all about how we come back. If you're really here to lead, not just make money and have a business and make content online, pump out Instagram posts, you know, that's not why any of us got into this, right? We came here to lead and to evolve and to grow and to share with others and contribute to what's happening on this planet right now. Leadership means that you go first.

You're not, leadership is meaning that you're not following other people. So what that also means is sometimes you feel alone in that because there's not always a crowd following right behind you yet. Oftentimes you get somewhere cool and then the crowd comes and finds you, right? Because like you got somewhere cool. But it also means that we can't follow one, two, three, four, formula. The formula or framework that says, okay, then you do this and then you do this and still wanting and seeking that.

We're seeking the answer of what do I say to get people to buy? How long does the launch need to be? Like all these things that are in a way so arbitrary because a seven day launch can make more money than a two month launch. It's really not this correlation between, you say these words and then people just magically buy. Looking for the cookie cutter is already taking yourself out of your seat of leadership.

So being in the seat of leadership looks like being on our edge. We're on our growth edge, and what was our growth edge when we started our businesses is very different than what our growth edge is now. Last month is very different than what it is today. So leaders are the ones who bring themselves back to the growth edge even when there were times they could have just chilled where they were and been like, you know what, I'm just gonna stay here.

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And by the way, that's totally okay. That's totally part of the rhythm. Landing the new level, I actually made a post yesterday saying that at the time I'm recording this, we just transitioned from Aries season into Taurus season. And the first slide of my post about that was Aries season called us to lead, Taurus season called us to land. So absolutely, it is part of the rhythm. It is part of the sacred dance of the cosmos for us to lead into somewhere new and then actually land at that level.

But when that level is landed there comes a point where the soul knows and the heart knows that it's time to move forward once again and that means coming back to the growth edge, but what a lot of people do is they found a place where something of a certain void within them got filled. So whether that void was, they always wanted to be recognized and now they have recognition for a certain thing they're doing online. I'm speaking from my own experience here

I grew up feeling very unseen. My needs and feelings were not important to the people around me based on their actions. They weren't caring about me, inquiring with me, honouring my needs, et cetera. So I learned to not honour my needs. That became reflected in the friendships and relationships that I gravitated toward. I felt like I had a lot of potential and intelligence, but I dropped out of school. I was never using my gifts in any of my previous jobs, obviously to the same degree as in my soul business. Obviously, that's what our soul business is for, right?

It's the perfect vessel and vehicle for our gifts. So it should be really holding our and expressing our gifts really beautifully. But I was doing things very different before this. So I felt very unseen. I didn't see myself. I constantly was trying to be seen. I'm a projector. I have a lot of things. Recognition is very important to us. And we often feel very unseen and uninvited for most of our lives until we learn to really live our design and understand how we are.

Personally for me that was a big one where I'd always deeply wanted to be seen. I also have Chiron in the 11th house of groups and community. I always deeply wanted to be seen and then I was and I was seen for making astrology posts. One example is I took a few years to give myself permission to let go of making horoscopes. Horoscopes were a big part of my social media before.

And everyone loved them, who doesn't love them? And so I was getting praise and I wanted that and I was getting recognition and I wanted that so therefore I thought that I wanted to do horoscopes, but I didn't. I just wanted the thing that the horoscopes got me because there

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became a point where making horoscopes felt like a real drag. It felt like something I needed to find it within myself to squeeze that juice out and get it out there.

Often very last minute. I have ADHD and it wasn't something that was coming from my highest inspiration anymore and so I had to push and I just get those horoscopes out, you know and I still remember how that triggered my chronic pain in my body to do that. Finally, it did take at least a year of like regularly thinking about it, to just allow myself to admit that that was no longer what I wanted to do and because I still had that hole or that void that I was trying to fill, felt very torn about that decision.

So the answer was I also needed to heal that part of me that wanted to fill the hole with that external validation and recognition. So this is one of the beautiful things that I always say, that our business is path of personal development. And so that was one of the most significant ways that it was for me is that it made it very clear how there were still wounds that I had around being seen in recognition and that was then leading to a bit of a contorted and distorted expression of my gifts.

I was still in my gifts and I was still in such a miraculously better experience with work and money than I'd ever been in my entire life. So I was like, yay, sometimes I didn't see anything really wrong. And so it wasn't that it was so wrong or so bad that I was doing horoscopes. There was so much beauty in that, but it was the attunement to myself to know how I was actually feeling and to understand that it's safe to let go of things that brought me recognition. So I had to cultivate the safety of not needing that recognition anymore. And then it was no, like, it's kind of like it had power over me.

When you have that wound that you're not addressing, it's unchecked. It has power over you and then it distorts how you end up showing up in business, which takes you slightly off path of your sacred success timeline. I feel like I was still in parallel to my sacred success timeline, but it wasn't the one golden timeline. And it was because I didn't want to admit it to myself because it didn't feel safe to let go of something that was filling this need that I had. And then what that really brought me to in my personal healing and the development of safety within myself was recognizing myself, being in greater attunement with myself, recognizing my own needs, recognizing my own gifts, celebrating myself, journaling and speaking to myself, speaking to myself in the mirror with my hand on my heart, seeing myself through the eyes of love.

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And then that ended up being very, very, very supportive to me in being more detached with my social media. Then that's been, as anyone knows, it's a big journey, especially those who are more established where our social media is connected to almost like this tap of money.

We're getting recognition, we're getting DMs, we're getting comments. Like it touches on so many unmet needs from the past. But the thing is that if we depend on that to be what fills those needs, we can keep going on not addressing the deeper wound about wanting to be seen. And then I haven't even gotten into the money piece yet, right? The wound around provision, the wounds around feeling safe in this world. Do I have enough? Am I going to be okay? Am I going to have enough? Am I going to make enough? Is there going to be another client, it comes back to feeling safe within yourself.

So two parts of this message. One is the inner safety. So seeing and recognizing these patterns, these ways that we start compromising and negotiating with what our soul truly wants and what our soul truly wants is aligned with our highest success timeline. So when we start suppressing what the soul and the body as well as the body was the way it was communicating with me, I was in chronic pain.

I very strongly remember the chronic pain of sitting in my bed late at night trying to bust out these horoscopes. I feel it as I am speaking right now because it was such a deep ache in my soul and in my body. When our body, our soul, our mental health, our emotions are communicating with us of like, don't like this, of course, it's not black and white, right? Like sometimes we have resistance to things and working through the resistance is actually the growth.

This is why you need to be attuned to yourself because it's not just like, I don't feel like doing it so I'm just going to not follow through on anything. That's not the answer to your sacred success timeline. Short term, yeah, I don't feel like doing this doesn't often align to our long term goals of like being in our highest health and our highest wealth and our greatest impact and even being a great friend, you know, sometimes means showing up for the tough times. Maybe you had other plans, but like your friends going through something, you know.

I'm not just saying, always do what you feel like, because a lot of people do that, and I don't know any of them that are really that successful in terms of just following their short-term desire at all times. So that's not what I'm talking about. But what I'm talking about is an ongoing deep relationship with self so that you're actually attuned to yourself so that you feel when the soul

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and the body are rejecting something that you're doing. And why are you doing it? Probably to source safety from outside of yourself. Probably to fill a void of an unmet need from the past.

And it's a beautiful thing to recognize this because then it's a mirror for your own personal development where it's then showing you, I need to address this deeper wound within me. And that's creating the inner safety, meeting those needs yourself, meeting those needs yourself and prioritizing relationships with people that are good people around you, doing the nervous system work, getting the healing done, doing the journaling. So it's all part of it.

Then the other of this message is the outer safety. So of course we live in a material world and I am a material girl. Sorry, I shouldn't sing on my podcast. Well, maybe. But yeah, we live in a material world. So another piece of it is the sacred responsibility of creating provision for yourself. And I've talked about this in my podcast before where a lot of my clients want to be in their feminine and they're feminine, so they resist structure and they resist discipline.

But then the thing is that without the structure, your feminine doesn't feel safe, babe. Without the structure, your feminine feels like the floor is gonna drop out from underneath her and the rug is gonna get pulled. So she's not actually in her highest feminine expression. When we create provision and structures that hold us in business, the feminine is actually exalted, baby, because she knows she's good. She can just blossom in her beauty and her magnetism and her pleasure and her mysticism and her oracle because she's taken care of.

So another piece is the external safety of making sure you have your baseline. This is what we're doing in the membership this month in rich and rooted season for Taurus season is make sure you have that baseline because when you have a baseline and you have some savings and you know that you're good, that is helpful for the times that you wanna take a risk, for the times that you feel called to.

I took six weeks off of posting on my social media feed from the end of 2024 and to the beginning of 2025. And that was really, really fucking healing for me. That was part of, that actually was, I believe the same year. You know what? It was 2023 actually that I stopped doing horoscopes. But in the end of 2024, I took the IG break. That was part of the deeper, longer process around healing the wound around recognition and validation. And during that time, I made 50K months still without posting on my feed once for like six weeks.

Because I had created structures, I had things in my business that still nurtured clients, I had one-to-one packages and invitations going out and was still being provided for within my

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business, right? So this is a way that safety is not just, okay, I'll do personal development work to feel safe in an unsafe situation, that's self-gaslighting, right?

There's all this stuff on like be regulated when there's all this crazy stuff happening in the world. It's like we're not here to learn to regulate in insane and unsafe situations and gaslight ourselves into safety; we also need to take care of ourselves externally too, right. So having a home space that is peaceful, having expenses that are within your like within your means, knowing what your expenses even are so you're not hit with unexpected things, saving extra for taxes so that you give yourself a tax refund at the end of every year. That's what I do, baby.

I love having a refund from my own taxes and that feels really good. Like I save more than I need to. Know the tax bracket that you're in. So many people don't know this, know the tax bracket that you're in and as soon as you are managing your money. Right away put that percentage in. And so what I do is I know the tax bracket I'm in, I put aside that percentage, but then I don't account for the expenses yet. So that's how I will get money back from that. And then that goes right into growing my wealth, that goes into saving and investing.

All of these pieces and external safety also means your relationships, right? Like having relationships around you that are safe, people that actually care about you, that you can actually resolve conflict with, that actually care about how you feel about things and your boundaries and having those boundaries, right? Protecting your energy and protecting your peace.

This is needed for your new level of leadership because when you have those pieces in place or even just a little bit like you're starting to get them in place, you already are creating more safety for yourself to get back in that seat of leadership of the person who is at their growth edge and that's the person your soul clients want to hire. They want to hire someone who they see making big moves, showing up for their dreams and in their evolution. And I truly feel that that has been one of the biggest factors for me in making over 2.8 million US dollars in my business, having over 3000, well over, I haven't looked at the number recently, of well over 3000 clients, quote paid clients globally. I've had at the time that I'm recording this, I've just had a \$22,000 cash week not that's not even sales cash, US dollar.

So this is something I believe so deeply is that part of why so many clients stay in my world for years is because they've seen my journey and they've seen me come back to integrity and leadership many times. They've seen me face challenges, they've seen me face haters, they've seen how I've navigated things, they've seen me respond to being publicly called out and

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making a live that had like 10,000 views and so many people were so moved by that live. They've seen me be in the seat of leadership in my business.

This leadership doesn't mean I am their leader. That's not what it means. It means that I am someone who is in deep devotion to my own growth and evolution, which means calling myself out. It means admitting what I'm wrong. It means growing from mistakes, means seeing every failure as an opportunity to grow. It means reflecting on my own wounds, my own unmet wounds and how they're showing up in my business where so many people just click in to an autopilot where it's so many unconscious wounds are running their business low key or high key possibly and keeping them at a certain level.

So, so many of us are going to have a fucking amazing 2026. There is a new era of business that is sparking right now. I don't know if you've seen it. I don't know if you felt it. There's been a dark night of the soul for a lot of people business wise in the last year or two. And this is the new era spark challenged us and called us out and confronted us so that we could refine the sword of our truth that much more and our leadership that much more.

So you are being called into that, the exhilaration and excitement of literally being on that growth edge. And that requires you to create safety in yourself. That can also look like calling in your ancestors, calling in your spiritual support every day, putting your roots. These are things I do. I do that every day. I put my roots into the earth every day. I do a practice of feeling held by the earth every day. I journal about my feelings all the time. I now, cause I'm traveling at the moment in Europe for two months, over two months and I bring my notebook everywhere. I'm journaling at the cafe, I'm journaling at the park when I have a thought.

Some very challenging things happened in these last three weeks, like, it's almost been a month of my trip, actually. And a lot of really challenging things, beautiful things, and also some challenging things happen. And just like having that space to process with myself has been a game changer. So intimacy with self, feeling into the body, signaling safety to the body, learning what that means, because the world is going to keep drastically changing.

Your business and the online space is gonna keep drastically changing. So if you feel unsafe at every change, you're not gonna be able to control the outer circumstances. You're not gonna be able to make the world not have a drastic change for a while. Like we are in a time of revolution. So what you can do is cultivate that safety within yourself and then take responsibility for the things that you can shift and create in your business structure-wise, finances-wise to create... You can rest.

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If this message resonates with you, this is one of the biggest pieces we are working on in the Temple Mastermind, which begins on May 7th. This is the highest level coaching space that I currently have available. This is a one year in deep devotion to a business and sacred structures and strategy that are in full honor and exaltation of your unique essence, your astrological blueprint, and your spiritual gifts.

So if you're an entrepreneur who is claiming six figures, multiple six figures or beyond in the most radical alignment and embodiment of your gifts and potential, that is the work we're doing in the Temple. We are scaling with soul. We are staying at that growth edge, that exhilarating space of truly leading in our own lives and birthing and architecting the business structures that truly exalts that and magnetize our soul and clients and life changing abundance and world changing impact.

That is what the Temple Mastermind is about. I'll put the link in the show notes. Please DM me if you want to chat about if the Temple is right for you. And if you want to plug into a different space, if you're not feeling a year long deep mastermind with other six and multiple six-year entrepreneurs, Temple's not for everyone. The spots are limited and about half the spots are taken. Currently an early bird price at the time that I'm recording this, but check the website.

And if you want to plug into a different space, The Star Stream membership is currently in the Taurus season, aka rich and rooted season, which means we are doing one month of somatic money work as well as sale magnetism and really standing strong in our values as leaders. So that's gonna be a beautiful space to just plug into as well with audios throughout the week, our live calls and just a really, really incredible diverse community of people who are really going for their dreams just like you.

So thank you so much for being a listener to the podcast. Love it when you guys share reviews, stars, all that stuff. I truly appreciate it so, so, so much and I'll see you in the next episode.