

T H E
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BUSINESS

P O D C A S T

with

AYESHA
DURRANI

Episode 28

Today I want to share with you listeners something that I say to my clients all the time, which is that nothing is ever wasted in business. This is one of the core tenets around my sort of like values and principles and perspective in business that I feel has really served me since before I even started my business when I was in kind of the preparation months before the launch of my business.

When we put energy into a post or an email or a launch and we don't get the results that we wanted, it can be really tempting to say it didn't work and to feel like we wasted our time. But that attitude is not making you more successful. That never ever, ever makes you more successful because it doesn't resonate on the frequency of success at all.

In fact, it's quite the opposite. It's basically a frequency of failure in a way. So on one hand, it is important to look at what didn't work and what worked. That's just data. So a launch failing, an email not landing with anyone, a post doing exceptionally bad or not getting the reach. I mean, sometimes it is just the algorithm. Let's be real here. But you can take that as data. If you were selling something, you really were showing up for it. And in the end, no one bought or way less than you thought that there's information in that.

Because if it was landing with people, if your audience was warmed up to the offer, if you were expressing the value and the transformation, and if it was something that you know that your people wanted, then we can anticipate that things are going to sell right and we'll have clients. But when we don't have the result that we want, that is reflecting to us that one of those pieces I mentioned wasn't there.

Like maybe your audience does want that result, but they don't trust you yet. Maybe the content was really good, but your audience wasn't warmed up for it. Or maybe you're just not expressing the value of the transformation. That's information. It's good to get that feedback back from the results of the launch because otherwise, how else would you know that? So when we are very

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like tunnel visioned and very sort of tit for tat on things like, I posted so someone should have bought. And if not, that means it was a waste or I did a launch and I did everything I planned. I did a masterclass, I did emails and still no one's buying. No one is entitled to anyone buying just because you posted a bunch, just because you made a page or just because you did a free masterclass, you're not entitled to anyone's business.

What that's telling you, if you're doing all those steps, you're actually showing up and doing all those is there's something up in the messaging. There's something maybe incongruent in the energies. You're not speaking to the desires of the client enough. That is just data and information. So when we see it for what it is, it always makes us better. Every experience we have in business, just like in life, evolves us. And that's why we're here.

We're not here to just have everything handed to us. Nor are we here to earn and prove. We are here to evolve and grow. Every single thing you do in business is doing something. Nothing is ever a waste in business. And I always talk about the business garden. I feel like I might do a masterclass or transmission about the business garden at some point because we've been talking about it for like six years here with my clients and my masterminds and programs.

Business is like a garden. All right. It's not a machine. It's not a robot. It's not an AI, right? Except some people's businesses, I guess, are these days, but not us, right? It's an organic garden. Sometimes you plant the seed and we don't see the fruits for months or years. Sometimes we plant a seed and it doesn't sprout and nothing happens. But we are always learning if that is our choice. If we are choosing to learn from every situation, why didn't that seed sprout?

There's a reason. It's not just a roll of a dice, right? There was a reason why. And when you understand why, and okay, here's what blocks people from understanding why or from taking that bigger picture perspective. Listen, first of all, I'm an Aquarius with a Capricorn Mercury and Capricorn stellium. So I'm gonna be zooming out and finding the reasons why, all right? I'm also neurodivergent. I'm gonna be recognizing the patterns, okay? So what a lot of people do is they plant a seed, it doesn't sprout, and then they right away start internalizing it and they make it about themselves and they make it hyper personal. I'm not meant to be doing this. Nothing I do works, da da da da da.

Who does it serve to think that nothing you do works? And how can your next action, which is coming from the place of nothing I do work, how can it create a different result then? Instead of looking at it and saying, that seed didn't sprout, I wonder why. And when you actually ask that

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question, you can find an answer that helps you evolve. Because then you can say, okay, I can't force every seed to sprout, but what I can do is I can create the conditions for the seed to sprout. But you have to identify the problem.

And a lot of people, instead of identifying the problem, they just internalize it. They're in these wounds that feel very young, right? Almost like a baby that's like, I should just be getting this. I'm crying and I'm not getting the food or whatever, you know? And it's keeping people in this tunnel vision thing instead of lifting their head up and seeing there's a whole garden here. And whatever you put in the garden, if you plant a seed and it doesn't sprout, it will eventually be eaten and transmuted into like compost and fertilizer for the garden, right?

Unless you wrap it in a plastic wrap and then you just leave it there bound up in this plastic that doesn't go anywhere. That's kind of what happens when we just choose the shame, internalize everything, make it mean something about me, tell stories about it. We're kind of spinning the seed in plastic so it can't get biodegraded and turned into fuel and fertilizer. If you were able to let it stay there, it didn't sprout.

Huh, I wonder why. you start actually being inquisitive because the state of your business garden is your responsibility. Whenever you put a post out and we want to measure the effectiveness, did it work? Did it work? And we look at that in terms of likes and comments and people buying from us. When we're looking at it in this very myopic tunnel vision, tit for tat kind of way, we are doing ourselves a disservice because we're not understanding the potential of that post in the greater ecosystem or the greater business garden.

So what do I mean by this? When someone posts something and they're like, I posted, but it didn't work. It didn't work. No one bought. That attitude will never ever, ever lead to success because we're not just posting to quote unquote, get clients. Someone becoming your client and giving you their money, putting in their credit card information requires trust. And if the only reason you're posting is to get something in return,

And if you don't get it right on the first post, you're going to feel, grumble, grumble, this is not going to work. Nothing I do work, so that's not a very attractive energy. And it's not really a trustworthy energy either. Instead of seeing that, that one post, and I don't care if three people liked it. One of those three people could be your client in a month when there's more trust or next week, when there's more trust, everything you put in the business garden feeds the business garden.

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It just doesn't all flower or fruit on our timeline all the time. But when you put the energy there, because you want something back and then you drop it right away when you didn't get the result you wanted, then that person who did like that post, their journey to trusting you and being in that, like, for example, mentor-mentee relationship with you just got delayed. You're delaying it every time that you do that because they're not feeling that trust on the other side.

When we drop the energy, we go into a story about us, what it means for us, what it means for our path instead of seeing it as data. Okay, cool. So three people liked it. I feel like I love this post. I wish it had, you know, more reach or I felt like it had potential to have more of a result. Okay, cool. How can I improve the engagement on my account so that the next post will go out to more people? Okay, cool. People liked it, but they didn't buy. Let me take a look at the call to action.

Did I make it clear the results? Have I spoken to the transformation of the client? Am I speaking to the client I want to work with? These are productive questions. These are constructive questions. But saying, I posted and it didn't work. If that's where it starts and ends and you're not doing something constructive with that energy, that's not going to create the result that you want.

So having this attitude that there is nothing ever wasted in business, even if you launched, say you did a two week launch and listen, one thing I wanna say is that getting out that post and getting out that launch, usually there's a buildup to it. Usually we had resistance, we're scared, it's vulnerable and then we put it out and we're like, maybe something's gonna happen. Are my clients here? And then they're not. I get it. There's disappointment and I say it so often, so many of my podcast episodes I've said.

We are allowed to feel that disappointment. In fact, we should feel it ourselves, not let it spill over into our business and not project it on our business or success or on our clients, but actually transmitted our own selves and feel that energy, our own selves. We're allowed to feel all the feelings that we have about it. But where it becomes more harmful than helpful is when we project it onto our path and say, see, it's not going to work. See, I knew it. See, I even posted three times and I haven't hit a thousand followers, whatever all these things.

That energetic is not an energetic of a leader. So then of course, it's not really gonna align with your dream clients, right? So getting to the point of putting out a launch, a launch can be a lot, right? It has a lot of moving pieces, mentally it's a little overwhelming, it's usually more activity and more visibility than at other times. And let's say you did a launch, you did two weeks and

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you showed up every day and no one bought or a couple of people bought and you feel disappointed.

You're absolutely, of course you're allowed to feel disappointed by that. But don't think that it was a waste because even if no one signed up, you deepened your neural pathways for content creation. You expanded your capacity for visibility. You literally were more visible. More people saw you, whether they're a client now or someone signs up in a few weeks, in three months, or in five years.

You started relationships with people. You deepen relationships with potential clients. You opened your capacity to be seen. You created more neural pathways for content creation so that in the future, content creation, sales page creation will be easier and easier and easier because when we have those neural pathways, it all flows more easily. So the thing is that our effort, we're not entitled to results in business because we put an effort. And people don't hire us just because, oh, look, that person posted so much. Let me give them \$5,000. No.

They hire us when they feel a connection, when they feel the trust with us, and when we are showing them that we can help them get a result that they want. That's why they hire us. So it's not about, I put in this effort and so it was wasted because no one bought. was about relationships take time. Trust takes time. Some people can get that trust faster because their messaging is on point, more on point earlier on.

Sometimes we do get lucky and get favoured by the algorithm. For sure it happens. But the thing is, if you're starting and then bitterly projecting on your life and your business that, it's not going to work because I did this and no one signed up.

You're just making that breakthrough that you're craving further and further away every time. So I really invite you to have the attitude that absolutely everything you do in business is feeding the business garden. It just doesn't all come into bloom, come into blossom, come into fruit and flower and harvest in the timeline that you want. So keep showing up, keep feeling into the field, keep feeling into yourself, keep feeling into why you are doing what you love.

Keep feeling into sharing because you desire to share, not just to get a result. And understand that business is relationships. It's relationship building, it's trust building, and that's not something you can force. It's only something you can continue to show up for in a way that's warm, in a way that's consistent, and in a way where you're learning from what didn't work. And how can you learn from what didn't work if sometimes things don't work? And how can you learn

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what will work if along the way you don't have some failures? Because failure is a part of success. The most successful people are just willing to fail faster and more often, and they don't make it mean anything about themselves.

Maybe they do sometimes. not saying it's about being perfect and never, never thinking that way. It's about not letting that have the keys to your business. So let me know if this resonated with you and just trust that all the effort you put in became compost. Even if things didn't flower and become a big massive tree in your business garden or a signature offer or something that impacted hundreds or thousands of people, even the flops, still ended up being compost for the business garden.

You learn more from actually getting your hands in there and trying and doing than you can from so many courses. You'll learn more from trying to do a launch yourself for the first time. I say yourself, like, I mean, I'm not talking about by yourself versus with a team, but versus like watching a course on it. If you actually get your hands in there to do a launch where you did a sales page, you did emails, you did posts.

And yes, of course, it doesn't feel great when you're not, when you're putting in hours and hours for something and not receiving the money that you should. But the thing is you're receiving the skills, you're receiving the capacity, you're receiving important lessons. If you're open to actually receiving those lessons, instead of just brushing the whole thing away and say, it didn't work. You're receiving codes by doing that. So that one day you can have a launch. That's a five figure launch, which almost every single launch I've ever done is, has been a minimum five figure launch, and couple of six figure launches in there.

So I had to fuck around before that. I had to actually like learn skills by getting my hands in there before that. So you're always gaining. You're always, always, always gaining. And when you have that attitude, you can move on faster from the things that feel like flops or fumbles and move more quickly into the breakthroughs that you're craving and that will also be felt.

in the relationships with your potential clients, where they're more ready to go for it too. Because when we are so quick to label things as working or not, we're like, it didn't work. We're kind of in this energy where we're not all in on our business. It's almost like we have one foot out the door and I'm like, see, it didn't work. So we need to catch that and really see that for what it is and not let that be a driving or dominant energetic in our business and in our creation. We can feel the feelings. We can safely feel those feelings, do emotional alchemy.

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Let them move through the body, but don't project that on the reality of your business garden and see that anything that you ever did, no matter how it's quote unquote performed, can become compost that fuels things in your business garden later. And the neural pathways that were created from showing up every day for a launch and trying all these new things, those neural pathways are not going anywhere.

They're only going to get better. They're only going to get deeper. They're only going to get more advanced. And it's only going to get easier to the point where I've had launches where I don't even have a sales page and I definitely don't do free masterclasses are not a big part of my business. Definitely not a big part of my business at all. I do them very rarely. So launches where it's like, I didn't even have a sales page, I just had a checkout page and I didn't even have like scheduled emails or anything like that. I was just like in creation every day for 10 days and those launches making like 50 to \$70,000.

So it's not that, I put so much effort in where's my payment back? Cause you're not an employee anymore. You had to do that to learn lessons. So get the lessons faster. Catch yourself when you want to project that and internalize it in ways that are harming more than they're helping. And get the lesson faster so you can have the breakthrough faster. And one day a launch can be something you're just chilling and doing when you're traveling and you really do have that experience of making money when you sleep and making money on the beach. That's a real thing.

Okay, if this resonated with you, please send me a message. I so appreciate getting your messages, reviews, and ratings. And thank you so much for being a listener of the Aquarian Age Business Podcast. I'll see you in the next one.