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BUSINESS

P O D C A S T

with

AYESHA
DURRANI

Episode 46

Welcome back to the podcast loves. Today I want to bring a topic that I brought on my IG, and so many of you said you wanted a deeper dive on the podcast. So today we're going to talk about having high cash months, how I have had multiple five-figure cash months while in tough transits, and specifically the transits through my 12th house.

Throughout the year, we are going to experience a lot of different astrological activations. And what a transit is, is when the Sun, the moon, a planet, a heavenly body in the cosmos that we work with in astrology is making a specific aspect to our own planets, or more specifically, what I'm going to talk about today, when it's transiting through a specific house in our chart.

So our chart is divided into 12, and it has these houses that represent areas of life in our lives. Every year, the Sun moves through each house. So the Sun's cycle around the Zodiac wheel takes about one year. And it's almost perfect with the Gregorian calendar, but not quite because the Gregorian calendar is not based on really anything real, anything real in nature and the cosmic phenomenon that we work with. And tracking the Sun's movement is one of the best things to start with when it comes to working with astrology for business because it moves about one degree a day. You often know or at least hear about when a new season starts, right?

When we're in Virgo season, when we're in Scorpio season, when we're in Aries season, that's the Sun moving into that sign. And it's also moving through an area of your chart, which is an area of your life that is being energized by the Sun and put under the spotlight of the Sun. So the Sun is a great place to start when it comes to working with astrology for business because it's easy to track, it's easy to learn about and know about if you're a beginner.

And you have time to work with it because it spends about one month in a house in an area of your life. And when you focus on that and you show up for those energies, you're aligning with the cosmic opportunity of working with the Sun, which is a force of positivity and vitality. So

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that's a bit of the foundational pieces there. The challenging transit that I'm talking about specifically today is when we have transits through our 12th house.

The 12th house is the final house, making it a house of completion. It's a water house in the sense that it's associated with Pisces, which is the 12th sign. And it has strengths and it has shadows, just like every single house and every single archetype does. These shadows of the 12th house include self-sabotage, escapism, addiction, needing to do healing, needing to face fears, and facing fears and healing, well, that's actually one of the positives.

It requires us to feel emotions that we probably in a lot of times, a lot of cases, would rather not feel. Things that we would want to avoid because they're painful, because they require us to look at things about ourselves or about our situations, our relationships, etc. And it's also the house of rest. It's the house of sleep, surrender, it's the house of dreams, it's the house of compassion and unconditional love as well.

And so what happens during this time too is we tend to be very tender, emotionally tender, and not just in a sadness way, though it can be definitely have a certain melancholy to it, but also in a loving way, in a joyous way, where we can be very sentimental and even nostalgic, and just our hearts can actually just expand a lot when we, you know, see a bird, or we're with our cat or a loved one, or nature or a song and you're just very moved by that. And that's a beautiful thing.

Emotions are beautiful, and there can be a lot of exquisite emotions. But if we have been repressing our emotions, even if we don't all the time repress our emotions, there is some suppressed and repressed emotional content, most likely, because we often didn't have the tools at other phases in our life, even if now we do. So this will be a time where we are facing some things of the past because.

As the 12th house, it's the house of completion. So, in order to complete things, that means that we're addressing things from the past. And in this case, a lot of the time, it's going to be emotional content and also subconscious content because the 12th house rules the subconscious mind. So when we have these transits, we need more rest, we're more emotional, the veil is thinner for us. We're moving through a very liminal space.

And we're almost in a different time than others. We're almost in a different time space continuum, kind of like we're experiencing reality in a very ethereal way. And if we aren't aware of what's happening, it can be incredibly frustrating if our ego and parts of us want to be like, Yeah, I'm locking in and I'm gonna hustle and I'm gonna put all this stuff on my calendar. I'm

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gonna do all these things, I'm gonna grow in all these ways, when the cosmic energy is calling you to rest. And the cosmic energy is calling you to surrender and allow emotional processes to come up from the depths of your subconscious and the depths of any suppressed and repressed emotion from experiences in your life. That process is invaluable. That process is priceless. And we are actually, it actually has so much more to offer us if we understand what's happening.

But usually we don't understand what's happening unless we're tracking astrology, because the transit right before the 12th house is the 11th house transit. And 11th house is all about groups and community, leadership, our genius. We can be networking and we can really be expanding. But every expansion must go with a contraction, right? Every inhale must be followed by an exhale.

And so when it's been like up, up, up, up, because before the 11th house was the 10th house, that's the house of success and goals and legacy. And before that, it was the ninth house. And that's the house of teaching and learning and adventure and optimism. So we have these three houses in a row, 9th, 10th, and 11th, that are all about expansion and being seen in the public eye, in different ways. And then all of a sudden, our energy is dipped. We need more privacy. We don't want to be seen. We want to cozy up in bed. We want to enter into the cocoon. And it very much is a cocoon.

But if you are, if you're having that up, up, up season of the 9th, 10th, and 11th, which for those who are in my world and in my astrology work like Cosmic Legacy or Star Stream, you will see that I do my biggest launches at that time of year for me, which is different for everyone. And it's based on your rising sign and the sequence of your houses. I teach this in my work. And my season for those is like April, May, June, and also March, you'll see I do my biggest launches of the year during that time every year. And then I go on holiday.

When it comes to my 12th house transits after that period of expansion and being outward and being seen, then I will very often go on holiday, go on retreat, unplug because I know that that time is coming. Now that's speaking about the Sun seasons, right? That's very easy to track. It spends a month in each house, so you can work with that, it's very accessible, even if you're a beginner with astrology.

I'm experiencing right now Mars in my 12th house, and this happens about every two years. So all the different planets have a different cycle of their journey around the zodiac has a different

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cycle of time, right? So for Jupiter it'll be once every 12 years. For Mars will be every two years, Mercury will be every year, Venus will be every year, Sun will be every year.

Saturn will be every about 29, 28, 30 years. They all have a different cycle. So with Mars in the 12th house, this is a longer cycle too. And so I'm in the middle of this right now. Mars is in Cancer at the time that I'm recording this. And Mars represents vitality, physical energy, our motivation and our drive. Now, my 12th house is Cancer.

So Cancer is already a place where Mars does not feel that comfortable because Cancer is the divine feminine and Mars is a masculine energy. And yes, they go together, but also it's Mars trying to express in a feminine realm. And there's just certain shadows with that place. And I have a full audio about this on my membership about Mars and Cancer. And with that being in my 12th house, the warrior, wherever the warrior is moving, there's confrontation. And so the confrontation that I experience with Mars in the 12th house.

It requires a lot of inner work because it's an inner confrontation between myself and my own subconscious patterns, myself and my own repressed emotional content. And so since I know this, this is what I'm working on. And I've had amazing, amazing, life-changing breakthroughs just in the last one month from the day that I'm recording this. Literally just in the last one month.

If you want more personal shares on like breakthroughs and things I have, please let me know because I know that my most popular episodes are my personal shares, but sometimes I'm like, do people really want to hear about that? So it will help me to be invited as a projector if you want to have those episodes. Because if I look at my downloads and listens for sure, like the Ayahuasca series is very popular. And this is not about Ayahuasca, these shares. But yeah, during this transit, I've had some of the biggest breakthroughs, like life-changing, where I'm already experiencing the results of these.

Like moving through these layers of compressed emotion around grief and different things in my family, Cancer rules family, lineage. So there was a lot. And because I'm aware of this, I was able to create this space for it. So then when we're in these times where the gift is really vibrational, emotional, energetic, spiritual, our relationship with spirit, our own psychic gifts, our own healing. And we need more rest to integrate that.

And we're an entrepreneur that wants to grow, have goals, show up, achieve things, launch things, call in new clients. People struggle with this. And I've helped so many clients through this. Sun and Mars. Those are I mean, I can't say they're the hardest ones because Pluto going

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through your 12th house is going to be hard in a different way for a really long time. Same with Saturn. But I would say I do personally find from my experience working with hundreds of private clients through these times and my own self.

Mars in particular, closely followed by the Sun, are two of the most challenging times when they're transiting through your 12th house as an entrepreneur because we put pressure on ourselves and we'll have all this great list of goals and all these great ideas and then feel our edges of our own capacity. And when we don't see that for what it is, when we see this as no, I'm not good enough, or I am not able, I'm not capable to do more. I'm reaching my limits, what's wrong with me?

When we go to those places, because we have an expectation on ourselves that we're producing like a machine, which is part of the internalized capitalism, that feels really frustrating for us. And we can even have a lot of doubt because the 12th house literally rules our fears and insecurities. And Mars is confrontation. So confronting our fears and insecurities, not from like, yeah, I'm gonna confront them. It's more like they're confronting us and saying, Hey, we're still here. What are you gonna do about it? Right.

And if we can understand these experiences, as well as looking at our chart for that mirror image, that mirror that helps us to see clearly, we can see, I still have wounds around my worth and productivity. I'm still trying to override the organic gift of my body and be a machine because that's that part of me that subconsciously believes that I have to do that to succeed.

So there's actually incredible, incredible shadow work available here that could liberate you from cycles that have gone on in your life for decades. But if we're so busy and we don't want to look at that and we don't want to feel that, and we go into the shadow of avoidance and we're like, no, I have to push myself, I have to get a post out, all that kind of stuff. We're missing out on this incredible transformation that's trying to happen for us. And it's very much the cocoon.

Being the goo in the cocoon where the caterpillar lets go of everything that it once was, because what happens after the 12th house transit is the 1st house transit. And Mars and the Sun and any planet, well, there can be challenging experiences through the first house. You know, Saturn moving through your first house is gonna bring some challenges. Pluto's moving through your first house is gonna bring some challenges. But the same planets that are challenging in the 12th house transits.

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Are so empowered in the first house transits. But the thing is, if you were fighting tooth and nail, digging your heels in, avoiding your 12th house work which is inner work, because you were putting pressure on yourself. No, I have to do outer, outer, outer, outer, push myself, find the energy, have some fake energy, caffeinate myself, whatever, to get these things done and ignore the needs and the messages, the sacred messages of your emotions and your body and your energy, then your first house isn't gonna feel like the rebirth that it could because you didn't fully allow the ending.

So how can you have a new beginning if you didn't allow the ending? The twelfth house is a season of endings. And I'm not saying you can't start new things. You can; I've launched during twelfth house times. I do avoid it most of the time though. That's definitely not a time I prefer to launch when I could just wait a few weeks and launch in the first house period of time. You know what I mean?

So actually very rarely will I launch. I might launch like a single masterclass, but like a signature program, I don't think actually I have launched during my 12th house transits because why would I? Why have the astrology for business info that tells me I need more rest right here? So why would I add more pressure and stress on my back when I could be recharging and restoring myself, completing old patterns?

And then boom, first house season. Every first house season, which is the house of being seen, it's the house of confidence, it's the house of identity, and it's full of vitality and energy. Every first house season begins with a conjunction to your rising sign. Now, this is using the equal house system. We're not going to get into that right now. I have a whole audio about that in my membership, but I use the equal house system, which begins the houses at the ascendant and begins the first house at the ascendant. So the Sun enters the first house, it's conjunct my ascendant right away.

Mars enters my first house and is conjunct by ascendant right away. And those are blessings. When the Sun is on your ascendant, you're very magnetic, you're very charming. You have so much personal power emanating from you. Same with Mars, or something very activating about you where you are coming across as a warrior, as a leader, and in a healthy divine masculine energy, as in like leadership, purpose, vitality, action, young energy.

So that's an amazing time to be doing a launch and to be doing these next level things where you're pushing yourself and you're really letting yourself go after what you want. But because you have restored yourself and you've completed the past patterns of the subconscious patterns

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that were holding you back, that new beginning is fucking glorious. But if you avoided that and you refused to let go and surrender into the 12th house lessons, one, you might be forced to surrender. You might get sick, you might reach other limits where you're trying to avoid, trying to keep it all together and life forces you to surrender, or you don't have that and you dug your heels in and you're gonna have the first house transits, but you're gonna feel tired and depleted because you were borrowing energy from the future to try and push things and push timelines and force results during the 12th house time.

So here I am. September is my 70th consecutive multiple five-figure month. You how many 12 house transits I've been through through that time? You know how many tough transits I've been through in those six plus years of consecutive multiple five-figure months? A lot. I had personal challenges, I had ugly breakups, I had health challenges, I grieved losses. I had shit to deal with in life in those years. A lot of things happened in those years.

Grieving ongoing genocide in this world. I was speaking up on politics, getting shadow banned. Like there's a lot that happened in this time. And yet I've maintained multiple five-figure months throughout this. So this is why I. Okay. So first off, there's a there's a preliminary things to really being able to be held in your business during these times where the greatest reward for you is not pushing past how you feel and forcing an outcome.

The greatest reward is your own spiritual growth and the deeper healing that liberates you from past patterns so you can actualize in your true potential. That's what we are here for, people in my world. And that includes life-changing wealth and abundance, that includes impact online, that includes our soul businesses, but those things are not the point. The point is self-actualization, which is not just about becoming something new. It's about unbecoming and letting go and being liberated, liberating yourself from past patterns that are not aligned with truth ultimately.

That's what's up in the 12th house. So that's what I'm focused on. And in order to focus on that and still have multiple five figure month cash months, I built monthly recurring revenue. I had structures and strategies that I erected at other times in the cycle. I worked with the highest opportunity when it was the house of legacy and success, when it was the house of teaching and learning, when it was the house of one-to-one work, when it was the house of social media, when it was the house of ritual and wellness.

I aligned when it was either of the two houses of money, when it was the house of groups and community. I aligned with the sequence.

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The order of the cosmos is a very sacred sequence. There's a cosmic order, there's a higher order that plays out in the sequence of the houses. So when we work with the opportunities that are there when they are there, then when there are times where actually the greatest reward is allowing our rest and healing, we're not in this energy of, my God, I want to align with that, but I can't because I need to pay for rent.

And that's very real. And I'm not saying if you need to pay for rent that you can't do your healing, there's always like that's what I was doing like long ago when I had really low paying jobs and I just worked at a cafe and I didn't have really much going on for me career wise and I needed to heal my trauma and I didn't have a lot of resources. I did my best with what I had and that's all that we can do. We just keep doing that and then we get to new places where we have new options and that continues to go on and on.

But if you're a business owner and there's a special kind of pressure, you know, when it's all on us and we're walking our path alone because most business owners, unless you are in a literally a business partnership, even your own romantic partner can't fully walk with you on the path as an entrepreneur, right? Unless you are actually in business together. Your coaches, we can guide, we can support, we can witness, we can you know, empower, etc., but we can't walk the path for you.

So there's a special kind of pressure with entrepreneurship and 12th house times, the cracks in the foundation where we are like how we're relating to that pressure, it's going to become very obvious. So we want to create a business that's able to support us through those seasons through creating monthly recurring revenue and through erecting strategies and structures in our business at other times so that when it's time to rest, we can be held within our business rather than feel like we're holding our business up.

The preliminary thing is if you want a business that holds you, you've got to put in some work and create those sacred structures and work with the opportunities that are available for you when they are available for you. That's why working with Astrology for Business is so badass. So here's what I'm doing. So what am I doing? I'm not just sleeping and doing emotional processing, though I'm doing so much healing. I'm having a lot of fun in life. I'm saying no to some social invitations, but I'm saying yes to the ones that really fill my soul because community and being together is actually a huge part of healing.

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Connection, and belonging is a huge part of healing and a huge part of helping us integrate. We're not here to just heal in isolation all the time. There might be phases and seasons for that, but ultimately, like in relationship is how we heal. So I have been making space for that. And that means that I've been making sure I don't have too many calls on my calendar. So I only have a few calls per week on my calendar. At minimum, I only have four calls a month. Then sometimes there's a few more. And so I'm keeping it spacious so that I can gift myself this period of time to have the energy because I know I have a bit less energy.

I need more rest right now. So I need to then be aware of what's important to me and make my schedule more spacious so that I can say yes to social interaction. So it's not a case of I'm working all the time and then saying no to the social invites because I need that. I'm focusing on dance. And when it comes to business, I'm bringing in my intuition.

I'm speaking from an emergence within my own soul. I'm doing, I'm more in an oracle energy than a CEO energy right now because the 12th house is a house of mysticism. I'm working with my spiritual gifts. I'm going to be putting out a special type of oracular audit very soon. You can message me if you're curious about that. And that's just something that is like a one-off. I'm really excited to just open a handful of these because this is me leaning into the 12th house energies, leaning into psychic gifts, leaning into mysticism.

Leaning into my manifestation practices, making sure I'm getting in some tapping and some visualization and doing some morning meditations, putting on some affirmations right when I wake up, because it's the house of the subconscious mind. I'm working with specialists on the subconscious mind. I'm moving through subconscious and somatic work my own self. I'm doing self-guided stuff. I'm journaling, I'm journaling my fears, I'm journaling my desires, and I'm letting it be almost a healing retreat for me, but where I'm not retreating from the world.

So I'm still giving offers to my existing clients. It feels very private and exclusive. And when I share on social media and on my podcast right now, I'm letting it be a transmission. I'm letting it be something where I'm not what we don't want to do is be in an energy of what do I have to say to get them to buy? You have probably, if you're a listener, you probably heard me say that so many times because it's just the most common thing I see people wasting their energy on where it's like, no, that's that that's not the vibration that attracts your most amazing clients. Like, I just have to say the right thing and then they'll buy. That's so not what we're about.

And when we are, when I'm moving through these processes, I feel that there's value in here for others. So I'm opening my channel to share it with you because this is what's within my capacity

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right now. You're not gonna see me very often run like a free masterclass during a 12 house season at a time that, like I want to do that when I have the most energy, the most charisma, when there's a lot of like, yeah, vitality, yeah, yeah, yeah, yeah. Like, you know, it's and that it's there, right? The energy is there. So instead I will see, okay, I'm gonna recharge. I'm gonna be in my mystic energy when it comes to content. I'm gonna be in my mystic energy when it comes to client work. I'm gonna be in a flowing, responsive and receptive way.

Maybe I'll put a Q&A up on my stories at some point and serve my clients in that way. Because as long as we are serving our people, as long as we are, it's basically, I like to use the example of a business garden, right? And if I'm putting something out there, like the reel that I did, which sparked this podcast episode, or recording this podcast, or writing to my list, or sharing about my healing journey, bringing more of my personal healing, you know, speaking about my personal healing journey helps me process it.

And then it also is valuable for other people that like that. So it's something where I don't need to, I don't, it's like I'm seated here in my 12th house energies and I don't need to leave that to go put on a mask or play a role and be like, I'm a big, I'm gonna teach you all this stuff. I can actually stay in my center here in my 12th house process and share from this space.

Because if I need more rest right now and it's a time of restoration, then I don't want to tax myself. I don't want to cost myself energy by pushing to force an outcome. I want to be surrendered and leaned back where I am. And from this space, transmissions will emerge for my people. And it's the type of emergence that feels good for me because I'm allowing it to flow through rather than grasping for something to say or grasping to stay on trend or to do what other people are doing or they're doing this and it's going viral. I should do that too.

I'm in my flow process and I'm allowing what I share to others to be in a flow. I'm held and fortified by monthly recurring revenue that I built at other times in my business. And at the same time there's some fun offers coming out like the oracular audit that I'm putting out where I'm going to be looking at people's blueprint, feeling into their energy and looking at their social media and their website. To see, okay, are you in alignment with this blueprint? So I'm gonna be opening up a handful of spots for that. You can message me about that.

And the other space is my membership, the Star Stream. And that's a space where for these things I'm talking about, when the Sun is in a new sign, when Mars, Mars is currently in Cancer, the North Node that's currently in Aquarius, Saturn, Neptune, Uranus in Gemini, like all Venus, Mercury, the upcoming new moon in Virgo.

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All of these things are activating your chart in a specific way. And so in the membership, you will learn to find those activations and not just find them, but work with them for the highest opportunity. And there are consistently action steps you can take, whether they're more energetic and leadership and frequency-based, or the straight up social media prompts, sales strategies, and exactly what I would do with that energy.

You will learn to live and do business in alignment with the flow of the cosmos, as well as be able to ask me questions for business strategy in the soul business call. So those are two spaces that you can come into. And those are the spaces where it's like, I'm so glad I built my business this way because just sitting to record and sharing a transmission from my soul while I am seated in my own process and allowing my own process, this is what soul business is to me.

And this is what I want all of you to create as well and to feel held in your business. So when it's time for you to tend to you and do that deeper emotional work, your business doesn't feel like something that's in the way of that. In fact, it's the number one supporter of that because it's holding you, providing for you, and protecting you within that as well. So that's what I want to say about multiple five-figure months in a 12th house energy.

Some other things that align with 12th house energy is healing, vibrational work, subconscious work, dance, music. So you doing those things for yourself. Maybe your offers include that in some way. Recording meditations, that's something I might do during this time. I already have a lot of meditations, so I might make a bundle or I might record some new ones. We'll see.

And we want to lean into the opportunity of the activations we're having because at some point that will move on and Mars won't be in my 12th house again for two years. So I want to actually really take advantage of that, even if it looks different than what my ego sometimes wants, which is like go, go, go, you know, achieve all these goals, knock out this huge to-do list. But that's actually not the space of greatest reward. That's really not.

We want to work with the opportunities that the cosmos are activating for us at different times. So I hope that this resonated with you. Let me know if it did. Check the show notes if you want to explore the Star Stream membership where you get audios throughout the week for every major transit, every new and full moon, every retrograde, Venus entering a new sign, Mercury, da-da-da. The list goes on. And every audio has action steps that you can actually implement. They're easy to digest. It's not a huge time commitment. And it will help you to plug into that stream of cosmic insight and dance and do business and live in alignment with the cosmos and

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always know what the greatest opportunities are for you to lean into, which gives you a higher ROI on the investment of not just your money, but your energy and your time, which really are the most valuable currencies.

So thank you so much for listening and I'll catch you in the next one.