



# Mediumship Matters Podcast Transcripts

## Season 3 Episode 121 - End of Season 3

### The Energy of Platform Mediumship, Mediumship Expectations & Ethical Integrity

Hello and welcome to Mediumship Matters with me, Hannah Macintyre!

This is the final episode before I take a much-needed break for August, so I want to cover as many listener questions as possible before Season Four kicks off in September! If you have topics you want covered, make sure you send them in—I'd love to hear what you want to explore next season.

Now, let's dive into today's reflections on the energy cost of demonstrating, expectations in mediumship, and the ethical dilemmas in the spiritual industry.

### The Emotional & Energetic Cost of Platform Mediumship

I recently demonstrated in Surbiton, and while the night itself was incredible for spirit and evidence, it absolutely wiped me out energetically. I found myself wondering:

- How much of the energy drain is from me?
- How much comes from the audience?
- Can I control or shift the energy, or is it just the nature of mediumship?

It made me reflect on my own journey with platform work. When I started, I cared so much about how people received my messages. I wanted to validate myself through the audience's reactions. But over time, I've realised:

1. You can't please everyone. Some people will always have expectations that aren't met.
2. The only expectation I need to meet is my own. As long as I know I've done my best, that's enough.
3. Energy fluctuates, and that's okay. Not every demonstration will be a high-vibration, Glastonbury-style event!

Mediumship isn't about forcing an experience to match a previous one—it's about surrendering to what unfolds in the moment.

### Audience Energy & The Unpredictability of Demonstrations

You'd think, after so many demonstrations, I'd have a clear formula for what makes a "good" night. But the reality? It's completely unpredictable.

- Some nights, audiences arrive chatty, full of energy, and yet when I start working, the energy is flat.
- Other times, they walk in silent and reserved, and then spirit comes in with fireworks.
- There's no exact science—it's about trusting the flow.
- What I'm realising is that trying to force a high-energy night can actually drain me more. Maybe instead of working so hard to "lift" the energy, I need to accept it for what it is.

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## The Call Centre Mediumship Dilemma—Are We Doing Enough?

I've spoken before about call centre mediumship, and my stance remains the same: I don't believe it aligns with ethical spiritual work.

- Many big-name mediums have call centres offering “quick readings.”
- Some even send out mass text messages like: “I have a message for you! Call now to find out more.”
- The problem? No ethical medium would claim to have a message for someone before connecting properly.

I understand that spirit will use any avenue available to communicate, and I've even had guests on this podcast who started out in call centres. But the concern is the lack of regulation—

- How do we know the people giving these readings are legitimate?
- Who is ensuring ethical integrity?
- Are sitters being given hope or exploitation?

I just think we can do better as an industry. We should be ensuring that spiritual work is done with integrity, not just for profit.

## The Rise of “Automated Readings” & Misleading Offers

Another issue? The misleading advertising in spiritual services.

- Some well-known mediums offer “personal readings” for £20.
- But in reality, they are pre-recorded card pulls, randomly assigned to buyers.
- The result? People think they're getting a tailored reading when it's generic and mass-distributed.

One reviewer even reported that three of their friends bought readings and received the exact same video.

Now, I'm not saying general guidance isn't valuable—but it should be clearly marketed as such.

If it's a pre-recorded message, be honest about it! If people know what they're buying, that's fine.

But implying personal connection when it's mass-produced is dishonest.

## Do Mediums Need to Specialise?

I often get asked: “Should I be able to do all aspects of mediumship?”

The answer is: No!

- Some mediums specialise in spirit guides, some in past lives, some in evidential connections.
- Some work with animals, others with healing energy.
- No one is meant to do everything.

I've had sitters ask me “Why didn't you bring through any animals tonight?” The answer? Because I'm not an animal communicator!

And that's okay.

We need to start educating the public that mediums have different skill sets. Just like mechanics specialise in different areas of car repair, mediums specialise in different forms of spirit communication.

So if you're developing and feeling pressure to do it all—let that go. Find what you love, master it, and trust your path.

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Final Thoughts: The Future of Mediumship & Season Four

As more people wake up spiritually, I wonder: How will mediumship evolve?

- Will the increase in awareness lead to better education and ethical standards?
- Or will the industry become more diluted with quick-fix readings and misleading marketing?

I truly believe we have a responsibility to raise the bar—

- To practice with integrity.
- To educate the public about how real mediumship works.
- To stop undervaluing spiritual work and treating it like fast food.

So, as I head into my break before Season Four, I'll be reflecting on how I can continue to elevate this conversation.

Thank you to everyone who has supported the podcast so far—your messages, feedback, and questions inspire me every single day.

I'll see you in September for a new season, fresh insights, and deeper discussions on all things spirit!

Until then, trust spirit, trust yourself, and enjoy the journey.

Love,

Hannah x

Keywords for SEO: Mediumship development, evidential mediumship, platform mediumship, audience energy, call centre mediumship, ethical psychic readings, misleading spiritual advertising, animal communication, spiritual specialisation, energy drain in mediumship, the future of spirituality, spirit guides, how to be a medium, the business of mediumship, integrity in spiritual work.