



Mediumship Matters Podcast Transcripts

Season 5 Episode 10 - Smoke & Mirrors

Money, Mediumship & Finding Authenticity in a Digital World

Hello and welcome to Mediumship Matters with me, Hannah Macintyre! How are you doing? Take a deep breath—we're diving into some big topics today. Mediumship is always unfolding, always teaching, and today, I want to share some personal reflections on money, authenticity, and how we navigate spirituality in an online world. Let's get into it.

The Money Conversation (Again!)

If you're thinking, "Oh no, she's on about money again," I get it. But I've had a breakthrough recently, and I need to share it.

- This season, I've been exploring the line between marketing and manipulation.
- I've been deep in reflection, realizing how much external pressure has shaped my approach to my business.
- And I've had a huge realization about my happiest time in my work.

The happiest I've ever been in my business? Lockdown.

- I was doing lives and readings for the love of it.
- I wasn't chasing ticket sales, wasn't beholden to algorithms.
- I wasn't forcing myself into expensive events, venues, and marketing.

I'm not saying mediums shouldn't charge—I do! But I've been reflecting on how much of my spirituality has become tied to financial pressure.

"Every time I book a venue, I immediately become accountable to money—to algorithms, to selling seats. Maybe it's time to stop forcing it."

So, I've decided not to book any new in-person events for the rest of the year. I'll finish the ones I have scheduled until May, but after that? I'm going to see what unfolds naturally.

I'm giving myself space for creativity.

The Social Media Struggle

Recently, I've had a visceral reaction to social media. I can't stand it.

- I don't want to be accountable to an algorithm.
- I don't want to create just for the sake of it.
- I've been repelled by the repetitiveness of it all—not because of the people doing it, but because I feel disconnected from it.

It's made me question: Am I posting because I want to? Or because I think I have to?

- And if it's the latter... should I be doing it at all?

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Holding People Financially Hostage to Speak to Their Loved Ones?

A friend recently asked me when I was happiest in my work. That question triggered a domino effect of realizations.

“I know I need money to live, but I cannot shake the feeling that I don’t want to hold people financially hostage to speak to their loved ones.”

That doesn’t mean I’m against charging for readings—I do. But I also know that when I focus purely on money, it doesn’t work.

- I’ve been told I have money blocks.
- I’ve been told I should raise my prices.
- And yet, I keep coming back to the same thing: I just want to feel good about my work.

I don’t want to be consumed by money-first thinking. I want to create from love, passion, and alignment.

Elizabeth Gilbert’s Wisdom on Creativity & Money

I’ve been listening to *Big Magic* by Elizabeth Gilbert (thank you to whoever recommended it!), and it’s been a game-changer.

- She never asked her writing to pay her bills.
- She worked two jobs until her fourth book was published.
- She didn’t want to demand from her creativity anything other than joy.

That hit me hard.

“What if I approached my mediumship that way? What if I did it because I love it, not because I need it to be financially viable?”

I don’t have the answers yet, but I’m exploring this mindset shift.

The Best Readings Are the Unexpected Ones

Another realization? The best reading I ever received wasn’t one I booked. It came from a friend, completely unexpectedly.

The best readings I’ve given? Same thing.

- They weren’t paid sessions.
- They weren’t on demand.
- They happened naturally, without expectation.

So here’s the question: Are we ruining our mediumship by demanding it?

“If the most profound spirit connections happen when we’re not forcing them... what does that say about the way we structure mediumship?”

Something to think about.

Chris Riley & The Ethics of Mediumship

Recently, I watched a Channel 4 documentary on Chris Riley, one of the UK’s most well-known online mediums. And oh boy... it was a hard watch.

- Mass-marketed, pre-recorded readings sent to thousands.
- Messages implying urgent contact from spirit—to drive paid bookings.
- A journalist asking for proof—and not getting it.

I don’t know Chris personally, and I’m sure the documentary was edited to make him look bad. But I couldn’t help feeling that this is the exact smoke-and-mirrors nonsense that gives mediumship a bad name.

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If you claim to be evidential, you need to deliver evidence. If you're sending mass-produced readings for £30, that's not evidential—it's a business model.

“If you're a medium, your first duty is to spirit. If you're a businessperson first, medium second... that's a problem.”

Again, this isn't about money being bad. It's about where the priority is.

Final Thoughts: What If We Just Let Go?

Here's where I've landed:

- I'm stepping back from forcing events, bookings, and marketing.
- I'm going to see what unfolds naturally.
- I'm trusting spirit to guide me—not an algorithm.

I have no idea what will happen, but I do know this: when you stop gripping so tightly, things flow. And honestly? That feels really good.

Your Thoughts? Let's Discuss!

I'd love to hear what you think:

- Do you feel pressured by social media in your spiritual work?
- How do you balance money with spiritual integrity?
- Do you think mediumship should be a profession, or is it something different?

Message me, email me—I'd love to chat. Until next time—

Trust spirit, trust yourself, and keep evolving.

Love,

Hannah x

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