



Mediumship Matters Podcast Transcripts

Season 4 Episode 27 - Alignment

Navigating Social Media, Spiritual Business & Finding True Alignment

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

How are you doing? I'm back after a much-needed break in Greece, and more than the change in location, I needed 10 days away from social media—and let me tell you, it was glorious! But it also made me realise just how ingrained social media is in my life and business.

Today, we're diving into finding balance with social media, the struggles of spiritual businesses, market saturation, and what alignment really means. Let's get into it!

The Social Media Struggle: Finding Balance

Social media is both a blessing and a curse when you run a spiritual business.

- I love the community and connection it brings.
- But I also find myself mindlessly checking it, even when I don't want to.
- I deleted my apps on holiday and still caught myself absentmindedly scrolling—even though they weren't there!

So, I'm asking myself: How do I balance my need for social media in my business with my sanity and personal boundaries? If you've cracked this, let me know, because I'm still figuring it out!

Shoutout to the Amazing Listeners!

One thing I absolutely love about social media is the interaction.

- Bridget Cox, thank you for commenting on my Week Ahead Readings on YouTube! Your words—"This could not be more indicative of my life right now"—made me feel less alone.
- A Channel for Spirit shared that at first, one of my readings didn't resonate, but by the end, it all clicked—this is how spirit works!
- Kim Alexis (who's been on this podcast before) emailed me about her experience at the Mind Body Soul Fair—we'll get to that soon!

This is why I love our community. Social media can be a facade of perfect lives, but the truth is, everyone is figuring it out as they go.

The Reality of Running a Spiritual Business

So many spiritual business owners have messaged me lately saying they're struggling.

- Is it market saturation?
- Are spending habits changing?
- Is the energy just weird right now?
- It's frustrating when you see so many Instagram success stories, but let's be real—many of them are just fancy pyramid schemes.

Mediumship Matters Podcast Transcripts

“I made six figures in three months with no budget! Pay me and I’ll tell you how!”

No, you made six figures by convincing people to pay you to teach them how to make six figures. It’s exhausting seeing these narratives when so many genuine, hardworking spiritual businesses are struggling.

The Mind Body Soul Fair: Was It Worth It?

Kim Alexis wrote to me about her experience at the Mind Body Soul Fair, and honestly? It validated everything I felt about it.

- The event cost a fortune, but there was no real advertising.
- Their emails only promoted big names (like Sally Morgan) instead of the diverse range of speakers and exhibitors.
- Footfall was low, and many stallholders are noticing a decline in regular attendees.

Kim also confirmed that even her in-person psychic development classes and retreats have been harder to fill since COVID. It’s a changing landscape, and we’re all feeling it.

The Power of Community & Sharing the Truth

Hearing from people like Kim, Bridget, and others reminds me why we need to be honest about our struggles.

- If we only share the wins, we create unrealistic expectations.
- Talking about the hard stuff helps us navigate it together.

It’s reassuring to know that this struggle isn’t just mine—it’s a shared experience, and that means we can support each other through it.

A Message That Changed Everything

I received an email from Kate, and honestly, it floored me.

- She found me through Facebook ads and resonated with my posts.
- Her husband started listening to my podcast and encouraged her to book a reading.
- Eventually, she booked a spiritual direction session for her son, who was struggling.

At first, he wasn’t interested. But he went. And that session changed his life.

“Mum, this is the happiest I’ve ever been.”

Kate wrote to remind me that, despite the frustrations, social media brought her to me. And because of that, her son found hope again.

I cannot express how much that meant to me. **THIS** is why I do this. And it’s a reminder that even when it feels like nothing is working—spirit is always moving in ways we don’t see.

What Is True Alignment?

Lately, I’ve been thinking a lot about alignment.

- Some people told me my Mind Body Soul Fair experience was me being out of alignment.
- Others said I was exactly where I needed to be.
- So...which is it?!

It raises a big question: What does alignment actually mean?

- Is it feeling good?
- Is it being on the “right” path?
- Is it experiencing challenges that trigger growth?

Mediumship Matters Podcast Transcripts

If we're here to learn and evolve, doesn't that mean even the hardest experiences are "aligned" because they're part of our soul's journey?

"Maybe alignment isn't about getting what we want—it's about getting what we need."

I don't have all the answers, but I'd love to hear your thoughts! What does alignment mean to you?

Final Thoughts: We're In This Together

- Social media is tricky, but it's also powerful.
- Spiritual businesses are facing real challenges—but we're not alone.
- Even when things feel off, spirit is always guiding us.
- Alignment might not be what we think it is.

Let's keep the conversation going. Message me, comment, share your thoughts. We're all figuring this out together!

Until next time—trust spirit, trust yourself, and keep evolving.

Love,

Hannah x

Keywords for SEO: Spiritual business struggles, social media balance, market saturation, pyramid scheme coaching, spiritual event challenges, Mind Body Soul Fair review, mediumship and social media, alignment in spirituality, law of attraction myths, energy shifts in 2025.