



Mediumship Matters Podcast Transcripts

Season 2 Episode 56

Mediumship Matters Episode 4 - Tips for a Spiritual Business

Welcome to Mediumship Matters!

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

Today, I'm joined by two incredible mediums—Lisa and Sue—and we're diving deep into what it really takes to run a spiritual business. If you're thinking of turning your mediumship or healing into a professional practice, or if you've already taken the leap and are navigating the challenges, this episode is packed with insights, honesty, and a few hard truths.

Let's get into it!

Are You Ever “Ready” to Start a Spiritual Business?

Lisa: You will never feel completely ready. Ever.

This is one of the biggest myths about stepping into professional mediumship. If you're waiting for some magical moment where you wake up and think, I'm 100% confident and ready!—you'll be waiting forever.

- ◆ You don't need to feel ready to start. Instead, ask yourself: Am I willing to follow where spirit is leading me?
- ◆ Fear is part of the journey. It's completely normal to feel nervous. The key is to move forward despite the fear.
- ◆ You'll learn as you go. Business, confidence, and experience all develop while you're doing the work—not before.

Sue: Absolutely! And the biggest thing I learned is that before you help others, you need to work on yourself first.

- ◆ If you're struggling with self-worth, confidence, or boundaries, your clients will reflect that energy back to you.
- ◆ Every client you attract will mirror something within you—so do your own healing work first.
- ◆ If you undercharge or doubt yourself, it'll impact how your clients perceive your work.

The Money Mindset – How to Charge What You're Worth

Money is such a loaded topic in spiritual work. We all start out questioning, Should I charge? Am I being greedy? Will people think I'm only in it for the money?

💰 Lisa: If you struggle to charge for your gift, then charge for your time. That small mindset shift can make a huge difference.

💰 Sue: I used to undercharge so badly that clients didn't take me seriously. One client even told me after hiring me, “I almost didn't book you because I assumed you weren't experienced enough.”

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💰 Hannah: Pricing is about energy exchange. If you've spent years training, developing, and refining your skills, you are absolutely allowed to be compensated for that work.

✓ Do market research – Find out what other professionals in your field are charging. ✓ Don't undervalue yourself – Low prices can make clients doubt your credibility. ✓ Know your worth – You're not just charging for the time in a session; you're charging for your years of learning, experience, and skill.

Marketing With Integrity

💡 The Big Question: How do you market your spiritual business without feeling icky?

One of the biggest frustrations we have is the rise of clickbait, fear-based marketing, and salesy gimmicks in the spiritual industry.

✳️ Red Flag Marketing Tactics We Can't Stand:

✗ "If you see this, this message is for YOU!" (No, it's just an algorithm.)

✗ "Someone is talking behind your back—BEWARE!" (Fear-based nonsense.)

✗ Fake urgency—"ONLY 1 SPACE LEFT!" (Unless it's actually true.)

💡 Hannah: "I want my clients to come to me because they feel drawn to my energy, not because I manipulated them into booking."

💡 Lisa: "It's so important to be authentic in your messaging. Don't copy what everyone else is doing—find your voice and trust that the right people will be drawn to it."

💡 Sue: "I struggled with marketing at first because I didn't want to be 'salesy'. But I realized that if I don't promote my services, how will people find me?"

✓ Post with purpose, not panic. Don't post just because you "have to" for the algorithm. Share content that feels true to you.

✓ Be yourself. People connect with authenticity, not perfection.

✓ Let clients find you naturally. Word of mouth is the best marketing tool you have!

Social Media: Blessing or Curse?

Social media is both a powerful tool and a massive energy drain.

💡 Hannah: "I sometimes find myself posting just to 'feed the algorithm', and that's not the energy I want to put out. I'd rather post when I feel inspired than force content for the sake of engagement."

💡 Lisa: "If you feel exhausted by social media, take a break. The right clients will still find you."

💡 Sue: "It's so important to post your own words and thoughts. Copy-pasting generic spiritual quotes won't help you stand out. Speak from your own experience."

✓ Find a balance. Social media is useful, but don't let it dictate your energy.

✓ Quality over quantity. A few meaningful posts are better than daily fluff.

✓ Trust in your reach. Your energy will attract the right people—whether you post daily or not.

Final Thoughts: The Reality of Running a Spiritual Business

✗ Some days, you won't love it. And that's okay.

✗ Some clients will challenge you. That's part of the growth.

✗ Some readings won't land perfectly. Keep learning and refining.

💡 What matters is staying true to yourself, trusting your path, and allowing spirit to lead.

✓ Keep learning. Your development is never "done."

✓ Be patient. Growth takes time—there's no rush.

✓ Surround yourself with support. Having a network of fellow mediums and healers makes all the difference.

Thank you so much for listening! If you enjoyed this episode, please leave a review—it helps more than you know! And if you'd like to share your thoughts, email me at podcast@hannahmedium.co.uk—I'd love to hear from you!

See you next time!