

Q&A: Spirit Silence, Crowded Doorways, and Whether Ads Ruin the Magic

Hello and welcome to Mediumship Matters, with me, Hannah Macintyre. Today I'm answering questions submitted by my lovely Spirit Social members.

“Spirit shows itself as light, but gives no message when I ask who it is — is that normal?”

I think it depends. Spirit is always present — omnipresent, really; we exist within their world, so there's nowhere else for them to be. But in our humanness, we sometimes try to force contact when there simply isn't a message waiting. I've had plenty of moments in my own journey where I was clearly aware of spirit's presence with absolutely no accompanying information. That said, in evidential work specifically, there's always some intelligence behind proving who's come through — so if you're getting presence with zero data during evidential mediumship, that's usually a sign you're getting in your own way, not that spirit is withholding.

I tell this story in *Spiritual Slaps*: I once had a friend I'd fallen into a slightly codependent, energy-draining dynamic with. She'd come to me with a problem, I'd do healing, try to help, resolve it — she'd thank me, and carry on exactly as before, making no changes. One day her energy was genuinely dreadful, and I asked spirit outright: how do I help her? I got total radio silence, even though I could feel them there. Looking back now, that silence was the message. There was nothing for me to do. It wasn't my job to fix her, or wade in with good intentions every time I sensed someone struggling. Being aware of someone's energy isn't automatically a call to action. Sometimes the message genuinely is: do nothing.

On appearance specifically — I think we get far too hung up on this. It doesn't matter what your guides look like; it bears no relevance, because they're made of energy and light. As you know, I believe your spirit guide is essentially you — your own soul guiding you. And if we believe in reincarnation (which I'm not re-litigating here), we've lived multiple lives, genders, bodies, ethnicities, eras. So why would our own soul, stepping forward, look like any single human form? Genuinely, in their truest state, I think spirit has no form at all — just light.

When I connect with my guides, it's more like tuning into a radio station than seeing a figure — increasingly I experience it as tuning into information itself rather than an individual: data, connection, love, but not a “this is what we look like” impression. It feels more like accessing a vast shared network than an individual personality, because I think everything within spirit is shared — every experience I've had in this life is, in some sense, accessible to every spirit that exists (they must get bored of some of it, honestly, but it's there if they want it). So when we tune in for guidance, I think we're going through our own soul as the doorway into that shared layer of information.

I've been reading Dan Brown's *Inferno* recently (working through his books in order, because apparently that's the kind of nerd I am), and there's a Buddhist character, Vittoria, who looks for information from inside herself rather than outside. It's the same idea really — whether you experience spirit as external or internal, it's simply a doorway into data that's always there. We're limited, as humans, by two forward-facing eyes and a narrow field of view; we put enormous weight on what we can literally see, and forget what we already know, feel, and sense. That's where spirit actually meets us. So yes — that's normal. Sometimes the message is that there is no message, and sometimes we're chasing an appearance when the content is what actually matters.

“In an evidential reading, do you only connect with the spirit the sitter wants, or are others waiting? Do you ever see a sitter's spirit guide?”

Funny how these questions circle the same territory. In an evidential reading, I think the sitter's own energy is the doorway into their whole spirit family — which is exactly why we sometimes land on the “wrong” spirit. Someone might be desperately trying to get through, while you accidentally connect with their grandmother first and start working with her instead. I was taught early on that “the right spirit steps forward” — I now think that's simply incorrect. All spirits are present, because they're omnipresent; we're tuning into them through the sitter's frequency, and we can absolutely land on someone they didn't want to hear from.

I personally handle this by asking sitters directly who they'd like to hear from in one-to-one readings — plenty of mediums dislike that approach, and I'm upfront that I do it mainly because I can't be bothered dealing with the alternative: someone insisting they have no preference, then pulling a face halfway through because it turns out they very much did, and now you've connected with a great-uncle they barely remember while they sit there wishing it was their mum. Mediums have historically blamed spirit for this — “you get who spirit decides” — but that's not really true. We tune in, and we can tune into the wrong person just as easily as the right one.

Platform work is the exception — there's a strange, symbiotic pull on stage, almost a vacuum, where the spirits who step forward tend to be ones matched to both audience need and ease of connection in a genuinely vulnerable, public setting. Sometimes it's also about shifting the room's energy — following something heavy with someone upbeat and funny, to reset the mood. Even then, you can get it wrong. Open up, and you'll often find dozens of spirits present — thirty people crowding a small room, or on platform, something like a whole school rushing at you, and you have to work out who's actually meant to be communicating.

On spirit guides specifically: since I believe our guides are our own souls, I never receive them in evidential readings — and honestly, I think “oh, you don't recognise this spirit, it must be your guide then” is often a poor excuse. It's harder to say “I'm sorry, I don't recognise this one, but they're definitely present, it'll make sense later” than to reach for the guide explanation as a tidy way out. But staying true to spirit's intelligence means trusting the doorway you're actually working through. Evidential connections and guide connections are different doorways entirely — don't convince yourself you've wandered through the wrong one. Energy always follows thought, so simply keep your focus on the evidential doorway and stay there.

Anna's question: are we drawn to the medium who gives us what we actually need?

Anna, a longtime tarot reader with thirty years' experience who's now training in mediumship, wrote in after an old episode about names. Her question, in her own words: clients expect near-total accuracy and specific facts they consider subjectively important — but in her experience, spirit gives each person what they actually need to move forward, and it's usually only later that the reading is confirmed as accurate. So — are people naturally drawn to the medium who'll give them exactly what they need, even if that's not what they think they want?

I do believe that, wholeheartedly — but I'm honestly unsure where that belief fits alongside modern social media and advertising, because I think that's a real part of the problem. We've got people cutting their best clips, using AI to generate content, stripping out anything genuine, misrepresenting their mediumship entirely to chase engagement. Take “hooks” — anyone who's done a social media course knows the concept: something designed purely to interrupt the scroll and grab attention. All that psychology, optimising for the biggest possible “wow” at the start, isn't necessarily the true representation of who someone actually is.

I was talking to a friend recently about how much more “successful,” in follower terms, I could probably be if I abandoned my own ethics. It came up because my daughter's friend had bought a supposedly possessed doll on Etsy — apparently a nice spirit, nothing sinister. My daughter and I talked about it, and I said: if you genuinely believed a doll held a trapped spirit, wouldn't the moral thing be trying to help that spirit move on, rather than leaving it trapped in a doll indefinitely for entertainment? If I wanted to sensationalise, misrepresent spirit, and give everyone the creeps for engagement, I could absolutely get far better numbers doing that.

That connects to something I think about constantly with paid advertising. I do run ads — I'm not judging anyone who does, it's become close to essential — but where does spirit's role in guiding the right people to you actually sit alongside a paid Meta advert? I believe spirit is genuinely powerful, but does that extend into free will, human choice, and the systems we've built around ourselves? If you're trying to shine your light and attract your true tribe, but you're also paying to be shown to strangers, are you finding your people — or just generating sales?

With Spirit Social specifically, I worry about this constantly. I have to advertise, because plenty of people simply don't know it exists yet — but by nature, advertising also puts it in front of entirely the wrong people. So when someone books a reading with me, is it because they resonated with my actual energy, or because an ad happened to catch them at the right moment? It's part of why I stopped selling gift vouchers — you can have the most aligned, moving reading with someone, and they'll immediately think “oh, my friend needs this” and book their friend in, who turns out to be nowhere near the same wavelength. Good for a single sale, questionable as a business model built on genuine resonance.

So yes, Anna, I do think spirit draws the right people to us — but I suspect it's some kind of collaboration with the messier human systems we've built, not a clean, guaranteed mechanism. I'd love to comfortably say “I didn't get a name because spirit doesn't think this sitter needs one” — but honestly, names are hard for me. I've worked on it for years, with real improvement but no consistency, and I make that limitation

clear during booking. And yet, people still book expecting names every time, which is exactly this conversation happening in my own inbox.

There's a genuinely interesting line between spirit organically placing your work, your book, your podcast in front of the right eyes — versus what you can straightforwardly buy. As an author, you can pay to have your book recommended alongside similar titles on Amazon — that “customers who bought this also bought” placement doesn't happen organically; it's paid placement, and I've used it myself. According to my human design, I'm a projector — meant to simply offer what I have and let people choose it, not push it on anyone, which frankly feels far more natural to me. But I can tell you plainly: when I stop running ads on Spirit Social, sign-ups drop by 80 to 90%. So do I chase the 10% who'd find me organically, or accept I need the other 90% too?

I think spirit does guide people toward what they need — but I also think we've genuinely complicated the system we're operating inside. I'm lucky to have built a following before things shifted this much; this week I deleted several old Facebook groups, including my long-running supporters' group, and most of the familiar names from those early days have simply drifted away — whether because we're no longer aligned, or purely because of how the algorithm now works, I honestly can't say. Sitting with those old groups felt like cutting old energetic ties to a time when I believed that showing up with integrity and truth alone would be enough to draw the right people. Having interviewed enough guests on this podcast, though, I know follower counts don't reliably track wisdom or integrity. Whether that's simply the yin and yang of existing in this messy system, or something else entirely, I genuinely don't have an answer.

So, Anna — I don't have a tidy conclusion for you, just a lot of thoughts I love turning over. I think it's part of why staying an aligned, integrity-led person in this space is so genuinely hard, and part of why we lose so many people to less scrupulous methods along the way. Thank you for writing in — I hope you don't regret it now — and thank you all for your questions. Keep them coming:
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