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Season 4 Episode 21 - You Can't Always Get What You Want

Expensive Mistakes, The Reality of Spiritual Business & Finding The Lesson

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

How are you doing? Hopefully, better than me! I don't even know what to call this episode yet—Expensive Mistakes, You Can't Always Get What You Want, or maybe just Scream Crying into the Abyss. Whatever it is, buckle up because I've got a lot to share today.

This is a raw, honest look at the highs and lows of running a spiritual business—from cancelling events, financial losses, Facebook advertising nightmares, and the strange energy shifts happening in the industry. Let's dive in!

The London Event That Had To Be Cancelled

Let's start with London. I was so excited about this event—it felt aligned, destined, meant to be. But as of today, I've had to postpone it.

- I spent £300+ on Facebook advertising.
- I've only sold 30 tickets.
- It's just not financially viable.

And that's painful because I worked so hard on this, and if I cancel it outright, it will cost me over £3,000.

Which leads me to ask—was this a lesson? A spiritual slap? A reality check?

Or is it just a reflection of the world right now? Because I'm hearing the same thing from so many people—audiences just aren't booking events like they used to.

Are People Just... Not Booking Spiritual Events?

Here's what's confusing:

- Restaurants and coffee shops are packed.
- Town centres are swarming with people.
- But when it comes to spiritual events, ticket sales are down.

Is it because there are more of us now? More mediums, more events, more choice? Or is it that people are just not committing to things anymore?

Either way, it's disheartening—and it's made me reflect on the energy of this entire year.

The Mind, Body, Spirit Fair Disaster

Ah, the Mind, Body, Spirit Expo at Alexandra Palace. Let me tell you, this was a lesson in itself.

It started out so aligned—

- I was free that weekend.
- They gave me guest speaker slots.
- It felt like a golden opportunity to connect with new people.

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And then reality hit.

The Costs (Oh, The Costs...)

- £1,700+ for a stand (plus VAT, plus extra fees for everything).
- £300 for internet (which didn't even work half the time!).
- Electricity? Extra charge. Chairs? Extra charge.
- Printing, leaflets, banners, travel, accommodation.

It all added up to over £3,000, and let me tell you—it was not worth it.

The Energy at the Event

- The hall was dead.
- Attendees were overwhelmed by hard-sell tactics (charities, vendors, and aggressive salespeople).
- The open-plan 'workshop' areas were chaos—noisy, distracting, and not at all the right energy for spiritual work.

Even my free self-healing session was disrupted—

- People were eating their lunch in the meditation space.
- The event assistant wasn't even paying attention.
- I had to ask three times for my mic to be turned up.

It was a nightmare.

And when it came to actual sales—

- Not one person signed up for my school.
- I didn't sell a single ticket for upcoming events.
- Even well-known speakers had empty audiences.

And after two days of this, I made a decision—

I Left a Day Early

I just couldn't do it anymore. It wasn't worth the energy, the time, or the money. And honestly? I have no regrets about walking away.

The Bigger Picture: What's Happening in the Industry?

This isn't just me. I'm seeing a shift across the board.

- Event footfall is down.
- People are spending less.
- The energy at these events is different.

A fellow exhibitor told me this was the worst MBS event in years.

- There were fewer repeat exhibitors.
- Attendees weren't engaging like they used to.
- Even Sally Morgan's event had unsold tickets on the day!

Which makes me wonder—

Is it time to completely rethink how we run spiritual businesses?

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Facebook, Advertising & The Changing Landscape

And then there's Facebook.

- Ad costs have skyrocketed—to the point where small businesses can't afford them.
- Meta has removed hundreds of my posts, claiming cybersecurity risks (while letting fake accounts impersonate me run wild!).
- Growth is slow, engagement is down, and visibility is declining.

I even tried a PR company—waste of money. I tried ads in magazines—waste of money.

Nothing is working the way it used to.

So—what now?

Is This a Lesson in Surrender?

I genuinely feel like Spirit wanted me at these events, but not for the reasons I thought.

Maybe this was the lesson I needed to finally let go and say—

You know what? I've done everything I can. It's time to surrender.

Because right now, I can't think of a single other way to advertise.

I've tried everything.

And maybe—just maybe—this is the Universe's way of saying:

- Stop chasing.
- Stop forcing.
- Focus on the people who are already here.

Final Thoughts: Lessons Learned & Moving Forward

So here's what I'm taking from this:

- Not every opportunity is the right one. Even if it feels aligned, sometimes it's just not meant to be.
- The industry is shifting—fast. We need to adapt, evolve, and rethink old strategies.
- Social media isn't the answer anymore. It's time to build real connections outside of Facebook & Instagram.
- Spiritual businesses need to be honest. If something isn't working, let's talk about it.
- Maybe it's time to surrender. Instead of forcing growth, focus on deepening what's already here.

If you've had similar experiences, I'd love to hear your thoughts. Are you seeing these shifts too?

How are you navigating them?

Let's figure this out together.

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

Love,

Hannah x

Keywords for SEO: Mediumship business, spiritual event challenges, mind body spirit expo, Facebook advertising for spiritual businesses, event footfall decline, surrendering to spirit, energy shifts in mediumship, ethical marketing for spiritual businesses, changing spiritual industry, spiritual community trends.