



# Mediumship Matters Podcast Transcripts

## Season 3 Episode 107 - Episode

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### Social Media Expectations, Business Realities & The Power of Animals in Healing

Hello and welcome to Mediumship Matters with me, Hannah Macintyre! How are you doing today?

I've been reflecting on the wild world of social media lately—its expectations, its challenges, and how it affects mediumship. There's also been some fantastic listener questions about TV shows, animals and healing, and the bigger picture of what we're all doing here. So, let's get into it!

### The Expectations Placed on Mediums

One thing that constantly surprises me is how people expect mediums to behave. There's this unspoken rule that if you work with spirit, you must be completely serene, all-loving, and never react to negativity. But let me be clear: I am human. I didn't come here to float around on a cloud of enlightenment—I came to be real, be honest, and be myself.

I get a lot of abusive comments online, and people often tell me I shouldn't respond to them because that's "not high vibe." But why should light work mean rolling over and taking it?

Where is that written?

Sometimes, I block and ignore. Sometimes, I explain my point of view. And sometimes, if someone is being ridiculous, I clap back. Because mediumship should be transparent—if we only show the good and delete all the negativity, we create a false expectation for others trying to walk this path.

So, if you're out there developing your mediumship and someone trolls you—it's not your fault, and you don't have to stay silent.

### The Social Media Struggle for Spiritual Businesses

Social media is changing dramatically, and if you're trying to grow a spiritual business, it's harder than ever to get noticed.

I've had around 27,300 followers on Facebook for ages, yet my posts reach only 300-400 people per post. Instagram's algorithm now expects multiple daily posts, reels, and constant engagement—which is exhausting and unsustainable for most of us.

For context, a few years ago, I could spend £50 on ads and sell out an event. Now, it costs me £3-4 per ticket in advertising alone. And that doesn't include:

- Venue hire
- Helpers
- Eventbrite fees
- Card processing fees

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After all these costs, an event that grosses £2,200 might only leave me with £483 in profit.

I'm sharing this not to complain but to show how difficult it is for spiritual entrepreneurs. If you're struggling to grow your following or sell events, IT'S NOT YOU. It's the system. Keep going, keep refining, and trust that another way will emerge!

## The Issue with Call Centre Mediumship

A lot of the most-followed UK mediums aren't necessarily those who work with the most integrity. Many use call centres where clients pay for a reading, but instead of receiving a personalized session, they get a pre-recorded generic message.

This creates a false expectation—someone might pay £20 expecting a real reading, only to get the same generic video sent to hundreds of people. That's misleading.

So, if you see a deal that looks too good to be true, it probably is. Authentic, high-quality readings take time, effort, and skill.

## Would I Do a TV Show?

A listener, CC, asked a great question: If I were offered a TV show, would I take it?

The answer? It depends.

I was once invited to be on a game show with Jimmy Carr, but I turned it down because I suspected it would be an excuse to make fun of mediums.

However, I'd love to do a documentary or series that shows real mediumship. My dream project? A Netflix-style show where I teach people—bringing together sceptics and believers, guiding them through spirit school, and showing their journey in real-time.

And no—I wouldn't edit out the parts where I get things wrong! The biggest problem in modern mediumship is that people only see the highlight reel, which creates unrealistic expectations. I want to show the whole journey—the successes, the mistakes, the learning process.

## Incredible Spirit Signs & Life After Death

Lucy wrote in with an amazing personal story about her late boyfriend, who passed in a motorcycle accident. From the moment he died, she received overwhelming signs of his presence:

- She heard his voice in her head saying "Oh no."
- She saw him standing at the crash site, confused.
- She felt him lie behind her in bed just like he used to.
- She saw him in mirrors, doorways, and outside her home.
- Their song played at crucial moments in her life, including her first chemo treatment and wedding dress fitting.

Lucy, your story is so powerful, and I love that you've embraced these signs instead of dismissing them.

One note: You were told he was in purgatory because he didn't accept his passing. I don't believe in purgatory. I believe that when we pass, we instantly remember our soul's truth and transition to spirit. But I do believe that spirit can linger close when they have unfinished business or strong love for someone left behind.

Your connection with him is beautiful, and I have no doubt he will take your hand when it's time for you to go. Thank you for sharing your story.

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## Can Animals Heal Us?

Crystal sent in a fantastic voice note asking: Do animals have healing abilities like we do?

YES, 100%! I actually believe animals are better healers than humans because they don't have ego or self-doubt. They just exist in their natural, high-vibrational state.

For example, Crystal shared how she had the hiccups during her yoga practice, sat with her dog, and suddenly her hiccups stopped—only for her dog to start hiccupping! Coincidence? I don't think so.

I've also done readings where animals have helped their owners through grief, trauma, and illness—only to pass once their “work” was done.

I believe animals are pure spirit—a different facet of the spirit world. I don't think we reincarnate as animals, but I do believe animals can collaborate with spirit to send us signs (like robins, foxes, or butterflies appearing at meaningful moments).

If any animal communicators are listening, I'd love to hear your take on this!

## Final Thoughts: Keep Trusting Your Path

Whether it's social media struggles, misleading readings, spirit signs, or animal healing, today's episode proves one thing: We are all connected, and spirit is always with us.

If you've been feeling stuck or questioning your path, keep going. The journey is messy, but it's worth it.

And if you have any questions or experiences, send them in! I'd love to hear from you.

Until next time—trust yourself, trust spirit, and trust the process.

Love,

Hannah x

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