



Mediumship Matters Podcast Transcripts

Season 4 Episode 30 - Alignment

Part 2

Alignment, Social Media & The Path Back to Purpose

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

Today's episode is a raw and honest one. If you're watching on YouTube, you won't see my face, and there's a good reason for that—I've spent the last hour and a half sobbing. And while I do feel lighter for it, I'm definitely navigating a season of deep reflection, questioning everything about alignment, purpose, and the balance between spiritual work and business.

So, let's talk about undoing, releasing, and finding our way back to the work that truly lights us up.

Have I Been on the Wrong Path?

I've been sitting with a really uncomfortable question:

Have I just wasted the last two years trying to create something that was never meant to be my path?

And honestly, I don't know the answer. But I do know that I've drifted away from what brought me into mediumship in the first place—a pure desire to help people, to connect with spirit, and to share truth.

Somewhere along the line, it became a business—with social media algorithms, engagement stats, and constant strategizing. And while I know that's part of running a modern spiritual practice, I also feel like I've lost the simplicity and joy of just serving spirit.

And with another year of not making a profit, watching my reach slow down, and feeling my podcast slip in the charts, maybe this is the universe pushing me back into alignment. A brutal but necessary lesson.

The Social Media Struggle

Social media has been a huge energy drain for me lately. I love connecting with my audience, but I've found myself obsessing over numbers—likes, reach, engagement—as if they are the measure of my worth or success.

“Somewhere along the way, I made it more about numbers than about the people I'm here to serve.”

A listener, Susie, commented on YouTube that she's deleted Facebook from her phone because being visible isn't generating clients—it's just draining her. And that hit me hard.

What if we trusted that the right people would find us without constantly chasing visibility? I don't know if I'm brave enough to delete it fully, but I've taken it off my phone again.

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The Reality of Running a Spiritual Business

So many spiritual business owners are struggling right now.

- Ticket sales for events are down.
- Social media reach has slowed to a crawl.
- Even well-established mediums and healers are seeing a shift in how people engage.

Kim Alexis, who has been on this podcast before, emailed me about the Mind Body Soul Fair, and her experience mirrored mine—

- Low footfall.
- Minimal marketing.
- A decline in energy and engagement.

So many of us are feeling disconnected from the old ways of doing things, and yet the new way hasn't fully revealed itself. We're in a liminal space, and it's uncomfortable.

What Is True Alignment?

This leads to the big question: What does alignment actually mean?

A few listeners weighed in:

- James shared that he believes alignment is when we are following the path we've chosen and growing into what we're meant to be.
- Magdalena shared her publishing journey—what started as a disaster led her to found a successful publishing company that aligned with her soul's purpose.
- Kelly discovered Human Design and found that her path became clearer when she followed her internal authority rather than external expectations.

For me, alignment isn't about everything being easy—it's about feeling right.

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

And maybe the struggles I'm facing now—the slow business growth, the frustration with social media, the questioning of everything—are all guiding me back to what truly matters.

Releasing Ego & Returning to Purpose

I've realized that a lot of what I've been chasing—book deals, bigger audiences, more visibility—hasn't actually been about serving spirit.

- I wanted a publishing deal because I thought it would validate me.
- I wanted more followers because I thought that meant I was successful.
- I wanted to prove that I could “make it” as a professional medium.

But the truth is—I started this work to help people, not to be recognized.

“I need to stop chasing external validation and remember why I started in the first place.”

This means:

- Reducing the number of events I run next year.
- Letting go of the need to be everywhere, all the time.
- Stepping back from social media pressure.
- Focusing on depth, not reach.

It also means trusting that the right people will find me, without me having to fight for their attention.

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Final Thoughts: Alignment Isn't Always Comfortable

- Alignment isn't just about flow—it's about growth.
- Sometimes, alignment means losing things that weren't meant for us.
- The journey back to purpose often looks like falling apart first.

I'm still navigating this, but I know one thing for sure—the path ahead is about stripping back, simplifying, and trusting spirit more than ever.

And to all of you who listen, comment, email, and share your journeys—you are keeping me going. Thank you for being here.

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

Love,

Hannah x

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