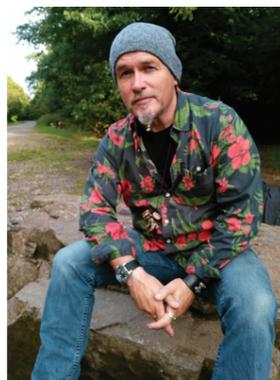


Raising the Runes

A Shamanic Journey through Avalon

By Jeremy RJ White

Forward by Bill Collins Francis



TAG LINE

Shaman Jeremy White's perceptive use of the Elder Futhark runes leads to self-discovery and adds magic to everyday life.

SALES HOOK

As a tool of divination, the rune stones have a long history. Jeremy White interprets the classic lore and explains how to use runes in the 21st century. His information expands existing information, entertains with brilliant story lines, and empowers readers to tap into their own inherent, creative wisdom.

DESCRIPTION

Jeremy White, a shaman (or viki in the Norse tradition) wrote *Raising the Runes: A Shamanic Journey Through Avalon* to show his way of using rune stones opens doors to greater inner wisdom. People searching for life's deeper truths will find relevance in the symbols, meaning and characters embedded in these important stones. The personalized way White interprets them gives a key to understanding how the runes inspire visions and create stories that address body, mind and spirit at once—an alchemy accessible to all.

KEY SELLING POINTS

- The author's own expertise serves to inspire readers to adventure into stories of myth, symbology, and revelations of their own psyches
- White brings to life the best technique for "reading" what the rune stones reveal for each individual seeker: questions, visions, answers, and, sharing experiences
- Because the use of rune stones are a less common method of divination, *Raising the Runes* brings them into more popular use and appreciation
- Readers will appreciate how White personalizes rune revelations and makes them accessible to all

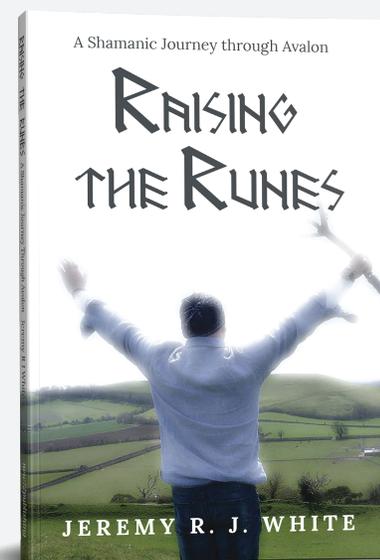
AUDIENCE

Followers of Jeremy R.J. White (a Norse shaman, lecturer and travel guide) on social media platforms; readers between the ages of 14 and 94.

AUTHOR BIO

Jeremy R. J. White was born in 1963 just outside of London, England to Barry and Rona White, scrap metal dealers and horse traders. He had a glorious childhood, living in both the home counties and Wales. Magic was all around him but it was never spoken of in public.

At the age of 19, Jeremy got a job in a shady West End casino in London and from there his life took on a gypsy existence. He traveled the world, setting up and working in gaming establishments for a variety of rather dubious characters.



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**AUTHOR CONTACT
INFORMATION:**

Jeremy RJ White
+44 07539-133007
jeremy@jeremyrjwhite.com
www.jeremyrjwhite.com

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In 1996, he became seriously ill and gave up the casino work. Upon recovery, he managed his father's pub, then left to start his own business running corporate events such as paintballing, Four-by-Four days out, casino- and James Bond-themed weekends. The deals got dodgier and dodgier until 2006, when this 'house of cards' collapsed.

He divorced, lost his home and the ability to live with his three beautiful children. Thoughts of suicide entered his mind; love for his family prevented the act. It was then and only then did Jeremy clearly hear the voice of spirit: Odin. It was Odin, the Great Father, who came to Jeremy in a vision, grabbed him by the scruff of the neck and told him he had work to do. It was then when Jeremy realized he had been interested in psychic phenomena since childhood, but kept it secret and hidden. It was only when he had lost everything that could be what he always had known he was: A shaman.

REVIEWS:

“This book is truly a wonderful read, with personal stories attached to each of the Runes, presented in a very humble and entertaining fashion. I feel that this is the way the Runes may have been originally taught, through personal stories, designed to be shared and read to the family, gathered around the fire. More importantly, Jeremy has provided the reader with a format for them to take upon themselves their own journey with the sacred Runes, and to become active participants in the energy of these sacred symbols.”

~ **Amazon review**

“Originally, I came across this book in its original printing. It enjoyable beyond measure, and led me down the path of further discovery of the runes, their meaning and their history. The ancestral call is great for me, and this has been a key to the discovery. I had to order the book again, just to have the new cover. Beautiful representation of the power and the voice of the author.”

~ **Amazon Review**

“This book is truly a wonderful read, with personal stories attached to each of the Runes, presented in a very humble and entertaining fashion. I feel that this is the way the Runes may have been originally taught, through personal stories, designed to be shared and read to the family, gathered around the fire. More importantly, Jeremy has provided the reader with a format for them to take upon themselves their own journey with the sacred Runes, and to become active participants in the energy of these sacred symbols.”

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