

Shadow, Sigils & Sacred Fire: Initiation, Masculinity & Spirit Contact with Kaedrich Olsen

Hey, listeners, it's Adam Nox. And welcome to another interview with the devil on the Cult of You. Today I get to sit down with a good friend of mine and fellow occult teacher, Kaedrich Olsen. Now, some of you may know Kaedrich from *Runes of Transformation*, his popular book. Quite a bestseller. Or you may have seen him on Gaia network, on *Open Minds* or in interviews with Paul Chek.

I have so much respect and appreciation for Kaedrich because he walks his talk. He has a very mature approach to occultism, to magic, and to the general fields related to it. And like myself, he was rooted very deeply in spiritualist culture when he was brought up as a child. So being exposed to seances and working with spirit and the supernatural has been part and parcel of his entire life.

As such, I have a lot of appreciation for the ideas that we get to share today in this episode as we explore a lot of the fundamental premises of the journey—from how to develop these capacities to some of the principles and misunderstandings of Viking and runic magic practices, as well as the spiritualist fundamentals that underlie contact with the dead or with the supernatural.

We speak about very interesting subjects, including famous conjurers and exorcists and their journeys dealing with parasites, the entire paranormal subject matter, and the developmental stages related to it. I'm confident you're going to enjoy today's segment. I do, however, want to highlight one thing—unfortunately, I live in South Africa and we have the “benefit” of loadshedding. Our initial interview was split due to a power outage. Kaedrich was kind enough to pop back on with me quickly afterwards so we could conclude the interview and really get into the juicy stuff. That second half also allowed us to look at some of the core differences between spiritualism as a practice and high magic as a practice.

Sit back, relax, and enjoy today's episode—and remember: live deliciously.

Kaedrich, it's an absolute pleasure to have you on the Cult of You. I'm really happy to be here. This is going to be great. It's an exciting discussion. It's one that I've been looking forward to for a while. For people not familiar with your work, one of the things that really gave me a lot of respect for it is that you have one of the more mature approaches to integrating the runic and Viking journey with magic. And you've been so authentic in how you've presented that. So firstly, just respect to you for your work in the community.

Thank you. I really appreciate that. That's been a huge part of the work I've tried to do. We can read books, do research, and absorb theory—but if there's not a practical application and use for it, what's the point?

Exactly. That's such a good point. I recently released a piece on elemental philosophy and magic, in which I highlight the relationship between the classic Jungian archetypes: King, Warrior, Magician, and Lover. I argue that the biggest failing in the occult community today is an over-identification with the Shadow Magician. So many are caught in reading books and gathering material, but not actually doing the work. You bring a matured aspect of sacred masculine energy to this path that I find so essential.

Thank you. That part was born out of my involvement with the Norse and heathen pagan communities. I saw how many programs there were for women, which is wonderful, but there was very little for men. Sacred feminine circles were thriving, but men were often left out or told, “You're just here to hold space.” And I thought, no—there's a better way.

I completely agree. There are practitioners still running from one level of repression and creating new traditions to justify their shadow behaviors. What are some patterns you've seen in those undergoing this development?

Let's talk sacred masculinity. In the Norse pagan community, I see two extremes. One is what I call “Bro-satru.” These are guys who watched *Vikings* on TV and show up to rituals screaming “Hail Thor!” They think it's all about being big, strong, and tough, but there's no deeper purpose to it. They might go to the gym, but that's the extent of their spirituality. The other extreme is the “wet noodle.” These are men who feel disempowered and silenced in circles dominated by the sacred feminine. They become doormats. Neither extreme is healthy.

The way to heal both is the same: get in touch with your authentic self, your real source of power and will. When the “bro” type softens, he becomes a better listener, more in tune with his emotions. When the wet noodle connects with his authentic self, he finds his voice. In either case, it's about finding out who you really are.

That's a key idea. We've talked about shadow archetypes, and you've highlighted the Shadow Lover and Shadow Warrior. Robert Moore spoke about the need for ritual elders and initiatory rites to help mature these energies. That's so lacking in modern society.

Absolutely. If we look at Vikings historically, they weren't just warriors covered in mud. They liked their finery—silks, beads, poetry. They combed their hair and bathed often. There's even a complaint from an Englishman saying the Danes were stealing their women because they were too clean and handsome! They weren't barbaric beasts. They were complex, artistic, and sophisticated.

That really ties into the deeper purpose of evolution. When everyone is a warrior, the man who is also a poet or musician has higher mating value. Evolution favors nuance, not just brute strength. Magic and language come from these evolved parts of our brain, developed for complex social interaction and mating.

Exactly. And that's where the runes come in. At the base level, they're just letters—a written language. But language itself is magical. When you form runes with intent, you're spelling—casting a spell. The Norse loved poetry, and their poetry followed strict rhythmic meters like Galdralag, which literally means “rune magic meter.” Chants like “Heill Hildir til” were protective and magical. They used sound, rhythm, and intention—just like a modern spell. Such a powerful realization. Language *is* magic. Every time we speak, we are casting spells—shaping reality through resonance and association. When we chant or intone, we're harmonizing with that resonance. It's seduction, rapport, magic.

And like Odin hanging on the tree, true initiation requires sacrifice—letting go of ego to receive wisdom. The runes weren't just learned; they were *earned* through ordeal.

Right. And we've lost that in today's world. There's no real initiation from boyhood to manhood. People say “I'm an adult” as if declaring it makes it so. But real adulthood comes from assuming responsibility and undergoing trials. In ritual, that transition needs to reflect in real life. Otherwise, it's just performance.

Exactly. We meme about “adulthood,” but the truth is, embracing pain and responsibility is the mark of maturity. Initiation often comes through pain. You level up through ordeal. But modern culture chases dopamine from screens instead of meaning from experience.

Aubrey Marcus once said that feeling overwhelmed ecstasy, like being tickled all over, can be too much. The real question is: can you *be* with the sensation, even if it's painful? That's the warrior's path.

Yes, and that's where shadow work comes in. Shadow work is about identifying what you've repressed to survive—what you thought you needed to be. When you connect with that part of you that's raging or scared, you discover power. Real shadow work can dismantle your whole life. It's destructive, but only because it clears the way for the authentic self to emerge. That's a huge truth. People often see demons as external, but they're just internal energies, manifesting through projection. Sitting in the fire of your pain is evoking your daemon.

Staying present with it transforms it from poison to power.

Yes! Your daemon isn't here to make life easy. It's here to teach. Struggle is how you learn resilience, how you earn mastery. Winning the lottery isn't the lesson—learning *how* to earn it is. Your higher self can be a jerk, but it's your best teacher.

Absolutely. The spiritual path is not a fantasy escape. It's an initiatory ascent. When you evoke or worship something, you activate that force within yourself. True priesthood only emerges through mastery, artistry, and finally, oracular embodiment.

Exactly. That's why ritual is symbolic language—a way to initiate inner transformation. The Norse myths encode this. Odin's sacrifice wasn't theatrical; it was existential. The tree is the spine. The runes are the chakras. The sacrifice is the ego.

As you awaken psychically, the supernatural begins to feel natural. But it also becomes tricky. How do you know if what you're experiencing is psychosis or spiritual emergence?

Great question. The difference is that psychosis delivers harmful messages—telling you to hurt yourself or others. Spiritual emergence brings insight, even if it's confusing. I teach practices like the inner observer and pendulum work to help people differentiate.

The observer is the part of you that watches your thoughts and emotions without identifying with them. That's how you start to see what's yours and what's external. You can test intuition, get yes/no responses, and build discernment.

And if you're overwhelmed or confused, work with someone. That's what I do in one-on-one sessions. I guide people to trust their perception, refine their tools, and work through shadows. I don't give answers—I teach better questions.

That's beautiful. The magician archetype loves knowledge, but it often avoids experience. Having an elder, a mentor, or even a peer on the path is invaluable.

Exactly. I see people at all levels—from newbies to veterans. Everyone benefits from perspective. I've got upcoming workshops, courses, and a men's group working with the hunter archetype. People can find all of it at [Kaedrich.com](https://kaedrich.com) or get on my email list.

Kaedrich, this has been an amazing conversation. Thank you so much for your time, your wisdom, and your walk.

Thank you, Adam. Anytime. It's been a pleasure.