



**Alan Francis Waugh**



**Shaman  
Healer  
Author**

**MEDIA KIT**

[info@alchemicalayahuasca.com](mailto:info@alchemicalayahuasca.com)



## BIOGRAPHY

**Life doesn't  
have to be that  
hard. - A.F.W.**

Alan Waugh has trained as a plant Shaman in the Ayahuasca traditions of Peru. He is an internationally recognized healer, teacher, Ayahuasca Ceremony Leader, Reiki Master, hypnotherapist, and the creator of SHAMANIC ENERGY TRANSFORMATIONAL HEALING (SETH)<sup>™</sup> and FREEDOM BREATHWORK<sup>™</sup>. He is the author of the best-selling book, *Alchemical Ayahuasca: Take the Journey from Depression to the Sweet Spot.*

He has been studying the Shamanic arts since the late 1990s and has been offering Shamanic healings for the past two decades, helping many hundreds of clients live happier and more fulfilling lives. Alan has successfully guided over a thousand clients in the US and South America in safe medicine ceremonies. He also volunteered for twenty years with the Zen Hospice in San Francisco as a bedside caregiver and Death Doula.

Alan began embarking on a spiritual path in his mid-20s, in the midst of a decade-long period of severe depression. After a dramatic intervention by a Spirit ally who visited him on the day he planned to commit suicide, Alan left England and embarked on a heroic journey across Asia and the Americas, spanning several years. This journey eventually ended in San Francisco, California, where he lived for 25 years before opening a Spiritual Healing Retreat Center in Mount Shasta, California.

He and his beloved Dianna now live in Vilcabamba, Ecuador, where they offer healing work, training programs, and plant ceremonies at their healing center, Sacred Valley Spiritual Retreat.

Alan has successfully guided over a thousand clients in the US and South America in safe plant medicine ceremonies.



## CONTACT

**Book Website:** [alchemicalayahuasca.com](http://alchemicalayahuasca.com)

**Author Website:** [sacredvalleyspiritualretreat.com](http://sacredvalleyspiritualretreat.com)

**Phone:** [Dianna Waugh \(909\) 262-5455](tel:(909)262-5455)

**Phone:** [Alan Waugh \(415\) 516-2462](tel:(415)516-2462)

**Email:** [info@alchemicalayahuasca.com](mailto:info@alchemicalayahuasca.com)



[@Alancito1957](https://www.youtube.com/@Alancito1957)



[@sacredvalleyspiritualretreat](https://www.instagram.com/sacredvalleyspiritualretreat)



[@alan.waugh](https://www.facebook.com/alan.waugh)



[alchemicalayahuasca](http://alchemicalayahuasca.com)



Alan and Dianna Waugh, Beloveds.



**SACRED VALLEY  
SPIRITUAL RETREAT**

**Mt. Shasta & Vilcabamba**

**Welcome to the Sweet Spot!**

## BOOK INFO/FEATURES



"Alan Waugh is the best Shaman I have worked with anywhere!"

Graham Hancock, Author | *Ancient Apocalypse* (Netflix)

**Book Title:** Alchemical Ayahuasca: Take the Journey from Depression to the Sweet Spot

**Author:** Alan Francis Waugh

**Genre:** Non-Fiction

**Formats:** Kindle, Paperback, Audiobook

**Page Count:** 248

**Publisher:** Sacred Valley Spiritual Retreat

**Publish Date:** September 26, 2023

**ISBN Amazon:** 978-1-962213004

**ISBN Ingram Spark:** 978-1-962213028

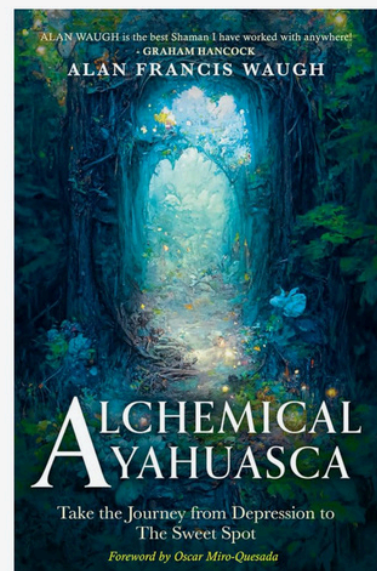
Available on [Amazon](#) and all bookstores.

**Kindle:** \$9.99

**Paperback:** \$15.95

**Audiobook:** Available on Audible

#1 New Release in Shamanism



**87 five-star reviews on Amazon as of today**

**Best-seller in New Releases:  
2 Categories**

## FEATURES

**Graham Hancock's Author of the Month (January 2024)**

[January 2024 AOM](#)

[About Alan Francis Waugh](#)

**Cliff Dunning Podcast - Destiny: Lost Knowledge for Today's World**

Listen to the podcast [here](#).

(Recorded March 20, 2024)



## BOOK DESCRIPTION

**What if there was a sacred path to healing that not only helps you understand your life but also offers the key to spiritual growth?** In *Alchemical Ayahuasca*, internationally recognized healer and Shaman Alan Waugh reveals how this ancient plant medicine can transform your life—but *with or without it, the power to heal is already inside you.*

Through vivid, real-world stories and proven exercises, Waugh shows you how to access your inner wisdom, control your emotions, and release the traumas holding you back. Having guided over a thousand clients through the transformative power of Ayahuasca, he shares his insights in an easy-to-understand way, making this book as accessible as it is powerful.

**This isn't just another book about plant medicine**—it's about you, and the incredible potential within. Whether you're preparing for your first Ayahuasca ceremony or simply want to tap into your own healing abilities, this book will lead you toward freedom and fulfillment.

**In *Alchemical Ayahuasca*, you'll uncover:**

- **A personal story of transformation and resilience**—one that not only inspires but also helps you release past trauma, find your happiness, and feel grounded and safe in your own body.
- **The hidden power of your beliefs**—discover how shifting your thoughts can trigger empowering behaviors that lead to lasting change.
- **A proven method for making clear, life-changing decisions**—learn how to spark transformation by mastering the art of decisive action.
- **A straightforward roadmap to finding your *sweet spot***—an accessible guide to achieving balance and experiencing true inner harmony.
- **The keys to unlocking your full potential**—with clear guidance, you'll tap into the vast power of the human spirit, discovering a better, stronger version of yourself—and so much more!

***Alchemical Ayahuasca* serves as a powerful companion on your journey to personal transformation.** If you're ready to step beyond the ordinary and explore the extraordinary, Alan Waugh will guide you through an inspiring path of healing and self-discovery. You'll gain the insight to live the life you've always envisioned, awaken your inner strength, and find the profound sense of healing that has always been within you. With Waugh's clear, practical guidance and heartfelt wisdom, you'll see that the ability to heal and grow has been yours all along, ready for you to embrace.

# SYNOPSIS

**The powerful story of a journey from despair to transformation, and a blueprint for your own healing.**

*Alchemical Ayahuasca* is divided into three captivating parts, each representing a step along Alan Waugh's heroic journey that ultimately leads him to the heart of the Amazon and his life-changing encounters with Ayahuasca.

In **Part 1**, Alan takes you back to South London, where he faced crippling depression and suicidal thoughts. In the darkest moment of his life, a voice asked him a question that would change everything: *"Do you want to live, or do you want to die?"* This was the start of a profound spiritual awakening, leading him on an 18-month pilgrimage through Asia, where that same guiding voice continued to steer him toward the light and his heart's true purpose.

**Part 2** unveils Alan's first encounters with Ayahuasca in the Peruvian jungle. Here, the plant medicine reveals his true calling as a healer and begins teaching him how to help others on their own journeys of healing. Alan shares intimate details of these transformative ceremonies, the integration process, and the profound ways Ayahuasca heals—primarily by strengthening the spirit. He also delves into the deep-rooted causes of illness, offering a new understanding of why we get sick.

**Part 3** is where the wisdom of the journey becomes actionable. Alan distills years of insight into a simple truth: *"Life doesn't have to be that hard."* He guides readers on how to live simply and how to master their internal conflicts to discover what he calls The Sweet Spot of Healing—a way to experience profound healing and well-being without the challenges of drinking Ayahuasca.

In the **Appendix**, Alan offers clarity on a subject often misunderstood: *What is Shamanism?* This essential overview provides readers with a deeper understanding of the shamanic path and its role in healing.

# ENDORSEMENTS



## A Great Book

Alan Waugh's *Alchemical Ayahuasca* is not just another book about Ayahuasca. It is, first and foremost, a book of wisdom, insight, and love distilled through many years of self-work and care for others. It is a friendly book. It is an honest book. It is a practical book. It is a book of gentle, persuasive power. It is a book of revelations. And it is a kindly book that will take your hand with confidence and help you find your own path out of pain and into healing.

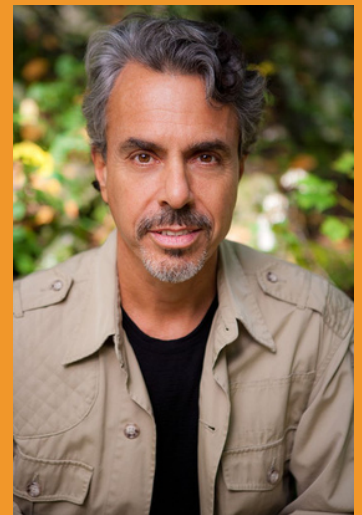
GRAHAM HANCOCK

*Best Selling Author of Fingerprints of the Gods, Visionary, America Before | Creator and Presenter of No.1 Netflix Series – Ancient Apocalypse*

In *Alchemical Ayahuasca*, Alan Waugh takes the reader on a long and highly detailed account of his personal journey from depression to a happier and fulfilled life. Leaving seemingly no stone along his personal path unturned, Alan describes the guidance of an inner voice dubbed Amantane, which directs him to make radical changes in virtually all of his life circumstances. He encounters yogis of India and shamans of South America who assist him in his self-discovery and integration. This is a tale of personal recovery, set amidst a myriad of atypical and challenging circumstances.

CHRIS KILHAM

*Educator, Researcher of plant-based medicines and Author of The Ayahuasca Test Pilots Handbook, Tales from The Medicine Trail, The Five Tibetans*



Alan Waugh is a dedicated healer of many modalities and brings a deep presence to all of his offerings. He is a master at holding safe and sacred space for the deepest healing and awakening to take place. His reverence, devotion, and refined attention are truly remarkable! This book, *Alchemical Ayahuasca*, will bring a great blessing to the world, demystifying the sacred Ayahuasca Journey and establishing it as an important medicine for today's challenges of depression and anxiety.

ASHANNA SOLARIS

*Co-Founder of Clarity Breathwork*



## READER REVIEWS

“Once in a great while a book comes across that opens the heart, enlivens the mind, and awakens the spirit. *Alchemical Ayahuasca* delivers on all fronts. *Dan (USA)*

Reading this book has been a profound experience as it reconnects us with truths we sometimes try really hard to forget. A great read I recommend to anyone going through a moment of soul searching or wanting to become better healers. *Magee (Uruguay)*

Alan offers deceptively simple exercises for integration of the experience. He makes it clear that simply participating in the ceremony and drinking Ayahuasca is not a magic cure-all. *Magda (USA)*

I highly recommend reading this book whether or not you have tried or intend to try Ayahuasca, as there are many paths to healing. The wisdom the author shares from his life experience is enlightening for anyone who aspires to wellbeing and healing of the heart and mind. *Ethan (USA)*

Alan has masterfully written a playbook for anyone interested in sacred ceremony and healing at the soul level. *Erin (England)*

It is by far the BEST description of Ayahuasca I have yet seen, and I am well-read regarding Ayahuasca. *Alchemical Ayahuasca* will join other Ayahuasca books on my shelf: Gorman, Amaringo/Luna, Shoemaker, VanGennip, Narby, Shanon, Hancock, Mate', McKenna, Kilham, Scott Teitsworth, Weiskopf, et al. *Ishmael (USA)*

If you are someone who struggles with the rat race of life or is seeking more meaning in the life you are experiencing, OR you are a healer who works with others, I recommend reading this. *Jen (USA)*

Spend one week reading and spare years of searching for answers. *Kimber (USA)*

*Alchemical Ayahuasca* is easy to read, and you won't be able to put it down. For someone who hasn't been quite the same since the pandemic and has been dealing with depression, going on this journey with Alan Waugh and reading his insightful words of healing and searching within yourself to find the universal truths of health and happiness has been so positive and rewarding. *WH (USA)*

This book offers wisdom that is essential for everyone's growth and happiness. *Christina (USA)*

Check out more reader reviews [here](#).

# TESTIMONIALS



Jen, a trauma therapist from the USA, has a near-death experience (NDE) during an Ayahuasca ceremony, leaving her searching for understanding. Her search leads her to Alan Francis Waugh's international bestseller, *Alchemical Ayahuasca: Take the Journey from Depression to the Sweet Spot*. The book leads her to a Clarity Breathwork retreat in Costa Rica, where she experiences an unexpected and synchronistic encounter... Click on the link to find out what happens.

[Watch Jen's testimonial](#)



Philip first heard about Shaman Alan Waugh while listening to author and Netflix series star Graham Hancock. Intrigued, he began researching and found a podcast by Cliff Dunning, where he discovered Alan's internationally bestselling book, *Alchemical Ayahuasca: Take the Journey from Depression to the Sweet Spot*. After reading it, Philip knew he had to visit the Sacred Valley Spiritual Retreat.

[Watch Philip's testimonial](#)

Check out more testimonials [here](#).

# INTERVIEW QUESTIONS

1. **Shamanism is trending, but what does it truly mean to be a Shaman?** Can you explain what a Shaman really is and why so many people are drawn to this ancient practice today?
2. **Who is Alchemical Ayahuasca written for, and how will it transform their lives?** Who did you have in mind when writing this book, and what lasting impact can readers expect from it?
3. **Ayahuasca is known for its profound healing properties—how does it work, and what was your personal experience with it?** How exactly does Ayahuasca heal, and what were the most transformative effects it had on your life?
4. **In your book, you talk about your experience with suicidal thoughts and deep depression.** How did you find the strength to confront these struggles, and how did they ultimately guide you toward a spiritual path and a life of healing?
5. **Should readers dive into your book before experiencing Ayahuasca, and if so, why?** Do you recommend readers explore Alchemical Ayahuasca before their first Ayahuasca ceremony, and how might it prepare them?
6. **Is Ayahuasca a healing tool for everyone, or are there exceptions?** Who is Ayahuasca truly for, and are there people who should approach it with caution?
7. **Are there specific individuals who should avoid Ayahuasca?** Can you share who should think twice before considering Ayahuasca and why?
8. **Can healing occur without ever drinking Ayahuasca?** Do you believe it's possible to heal deeply without ever taking Ayahuasca, and how can someone achieve that?
9. **What's the single most profound lesson Ayahuasca has taught you?** Of all the wisdom Ayahuasca has offered, what stands out as the greatest lesson that continues to shape your life?
10. **You mention that "life doesn't have to be that hard"—what's the deeper meaning behind this message?** Can you explain the powerful insight behind the statement "life doesn't have to be that hard" and share how this belief can shift our perspective on everyday challenges?



# PRESS PHOTOS

CLICK ON A PHOTO TO DOWNLOAD OR  
CLICK [HERE](#) TO DOWNLOAD ALL PHOTOS



## MEDIA DOWNLOADS

Alchemical Ayahuasca: Take the Journey from Depression  
to the Sweet Spot (full eBook)

**DOWNLOAD**

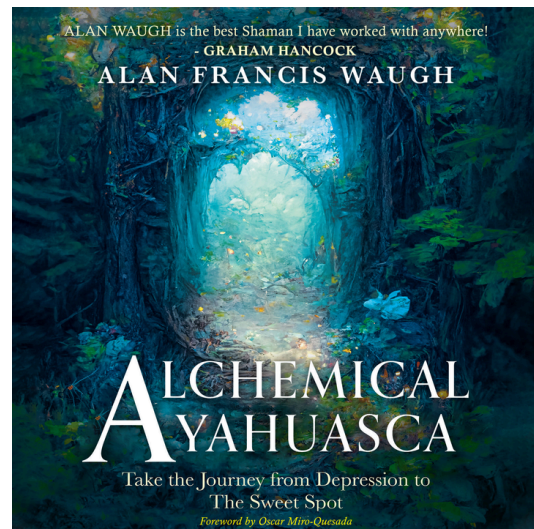
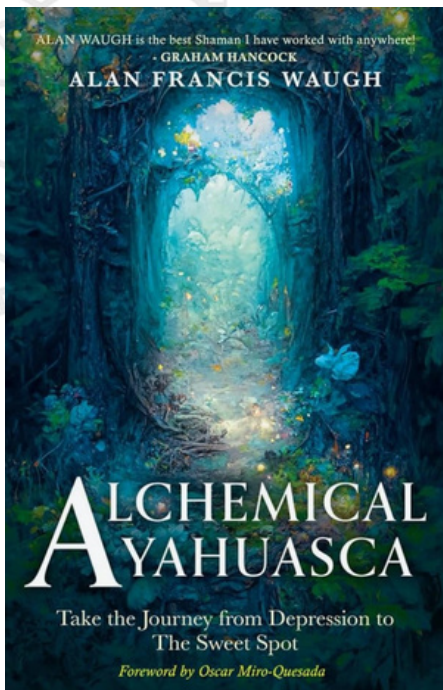


Alchemical Ayahuasca: Chapter 14, Integration  
(audiobook preview)

**DOWNLOAD**



Book Cover & Audiobook Cover  
(click on image to download)





# Alan Francis Waugh



With so many people deeply moved by Alan's bestselling book, it's clear he brings something truly special to those seeking healing. His warm, genuine nature makes his wisdom accessible, and he would be honored to support your audience on their journeys.

Alan is available for podcasts, interviews, and articles.

**Phone:** Dianna Waugh (909) 262-5455

**Phone:** Alan Waugh (415) 516-2462

**Email:** info@alchemicalayahuasca.com