

THE ALTER EGO EFFECT

The Power of Secret Identities to Transform Your Life

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TODD HERMAN is a high-performance coach. He works with athletes, entrepreneurs and leaders who are looking for a mental edge to achieve impressively audacious goals. Some of Todd's clients have gone on to gain medals at Olympic Games, build multi-million-dollar companies and establish international brands. Todd Herman has owned and run his own sports training company for more than twenty years and *The 90 Day Year*, his signature high-performance system, has twice been named the world's top leadership and skill development program. He is a graduate of the University of Alberta.

The website for this book is at: www.AlterEgoEffect.com.

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MAIN IDEA

Superman had it right. He would walk into a phone booth as Clark Kent and emerge as the Man of Steel. Then, after the danger was passed, he would go back to his everyday life as a mild-mannered reporter.

It turns out the best-of-the-best in professional sports often do something similar. Many of them leave themselves on the sideline and step onto the field of play with an "Alter Ego" – a secret identity they act out or a persona that helps them unleash everything they have with confidence and poise.



It now emerges this is not just something that works in sport. Ambitious people doing hard things in the business arena can do something similar. Developing and activating an Alter Ego can help you perform at maximum effectiveness in your career.

"When you see how an Alter Ego fits into the human condition, the different roles we play in life, and the Fields of Play we stand on, it gives you the freedom to unlock a creative force. When you see how an Alter Ego helps you battle the natural challenges we all face with greater optimism, it can unlock a more playful and empowering approach to overcoming fear. And when you see it's a natural part of being human, has been used by tens of thousands of people to achieve goals both big or small, and is the most "real you" you could be—it will unlock hidden capabilities you didn't know were there. The Alter Ego is a tool anyone, in any situation, in any profession, in any moment can use to bring forth their Heroic Self."

– Todd Herman



BACKGROUND		ACTIVATION		USING AN AE	
1	What exactly is an AE?	4	Moments of impact	7	Define your superpowers
2	Why use an AE?	5	The enemy's impact	8	Breathe life into your AE
3	Ordinary vs.superpowers	6	The power of your story	9	Activating your AE

1. Background Pages 2 - 3

Having an Alter Ego (AE) or Secret Identity is great because when you need to make the switch from normal everyday life to a high performance situation, your AE can be the doorway. Adopting the persona of your AE can provide a sense of calm and heightened levels of performance. It can provide and deliver a clear image of what's needed to perform and win whatever your field. A good AE can and will bring your superpowers to life.

2. Activation Pages 4 - 5

To activate your Alter Ego, start by defining your ideal final outcome and then work backwards from there to build a strategy and a plan to reach that goal. Position yourself to leave your ordinary world and enter a world of your own creation where you have superpowers by focusing on the key Moments of Impact that count, identifying the precise behaviors and actions you need to change, anticipating where the enemy will attack and then developing a narrative or story which works.

3. Using an AE Pages 6 - 8

Once you decide on the Extraordinary World your Alter Ego will live in, you then work at becoming so emotionally connected to what you want that nothing else matters. When this becomes the core purpose of your existence, you can create an Alter Ego to go on a quest to enter that Extraordinary World. Emotions are the key to benefitting from an Alter Ego and the stronger the better.