

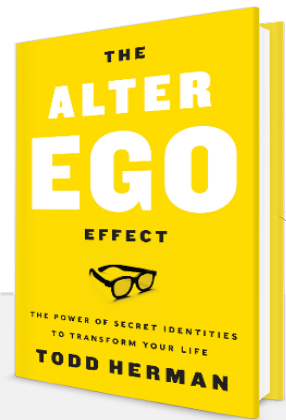
THE ALTER EGO EFFECT™

COMPLETE COMPANION RESOURCE GUIDE





COMPANION GUIDE



THE ALTER EGO EFFECT™



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Learn more about tapping into your Alter Ego so you can have more fun with life and surprise yourself with what you can achieve in a community of other superheroes. [Join Now!](#)



WELCOME

Hey Champ,

I've worked with elite athletes, peak performers and entrepreneurial leaders for over 22 years, helping them achieve their most ambitious goals by becoming more resilient, creative, confident and courageous.

When you train & coach so many elite professionals, you get to see what they ACTUALLY do to win. My mindset and execution strategies and systems are used by businesses, entrepreneurs, entertainers, and athletes doing and achieving hard things.

Just like them, I know that every day you assume the identities of the different roles you play – mom, dad, professional, business owner, athlete, wife, husband, and the list goes on. And then there are identities we'd love to have, but just haven't gotten there yet – super sales pro, fit physical specimen, adventurer, and more.

What often keeps us from acting on those desires is what's between our ears. Whether it's doubt, fear or an inability to see yourself as the 'type of person' who can achieve that goal...

But what if there was something you naturally did as a kid that acts like a key to unlock more courage, confidence and creativity – a key that opens the direct pathway for you to take the actions you want to take?

If you've ever wished you could be more like someone or something else: a superhero, movie character, mentor, role model...even a favorite animal...that's a signal from a naturally operating part of your psyche, and it's not a bad thing.

Because you've just found the starting point for an Alter Ego...

Thanks to a phenomenon called "Encloded Cognition" – which is a fancy way of saying that if you adopt an alter ego that makes you feel like a badass, you actually BECOME that badass – you CAN be more deliberate, purposeful and inspired to truly show up, like YOU most want to.

An Alter Ego is not about pretending or 'faking it til you make it'. Beyonce used Sasha Fierce. Kobe Bryant used the Black Mamba. David Goggins used Goggins. Janet used Super Janet and each of these people used this natural concept to actualize their *best self*.

So whatever area you've wrongly convinced yourself requires more courage, confidence and motivation, maybe it's time to unlock your heroic self, with an **Alter Ego**.

In this Companion Guide to the book, I share some of the nuances around The Alter Ego Effect™, as well as many examples you can draw on for inspiration while you create your own, powerful secret identity.

Here's to activating the superhero *already* inside of you,

Todd Herman



ABOUT TODD

Todd Herman is an author, performance advisor, and entrepreneur. For 22 years, his training company, Herman Performance Systems, has focused on helping achievers and ambitious people in sports & business achieve wildly outrageous goals while enjoying the process. Todd is originally from Alberta, Canada, where he grew up on a large farm and ranch and developed a healthy dislike of chicken coops.

Todd's company provides a suite of programs serving Olympic athletes, Entrepreneurs and Leaders. Todd is also the author of the WSJ bestselling book *The Alter Ego Effect: The Power of Secret Identities to Transform Your Life*, and creator of '90 Day Year', a performance system designed to create remarkable results for business owners, fast. 90 Day Year has won the Stevie Award for 'Global Leadership & Skill Development Program of the Year'—twice. Todd is also a recipient of the Inc. 500 fastest growing companies award. He's been featured on the Today Show, PBS, Sky Business News, Inc Magazine and CBC National News.

Todd lives in New York City with his wife and three young children, and is currently the world's worst ukulele player.

THE ALTER EGO EFFECT™

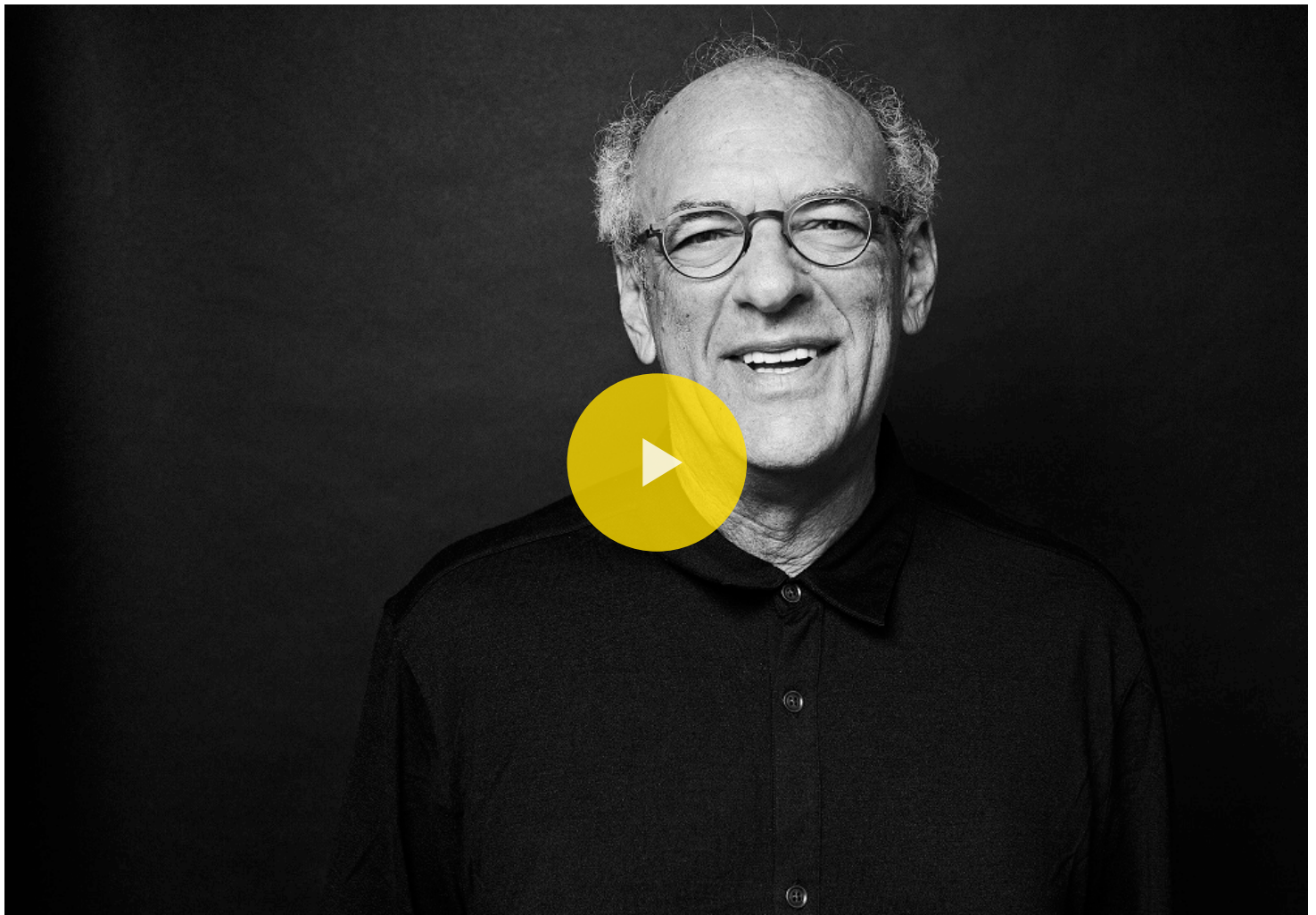


SHEP GORDON

Known As The “Unfamous Man Who Made Everyone Famous”, Shep Gordon Is The Talent Manager, Hollywood Film Agent, And Producer Behind The Careers Of Jimi Hendrix, Alice Cooper, Teddy Pendergrass, Luther Vandross, Raquel Welch, And Groucho Marx. He’s Also One Of The Greatest Storytellers You Could Ever Meet.

I had the chance to meet Shep and hear him recount his tales as a scrappy Hollywood superagent at a world-class event hosted by Jayson Gaignard. During the talk, someone in the audience asked how he helped the “high performers” he worked with “find that extra gear” and continue to perform at a high level.

People in the audience who knew my work with Alter Egos looked over at me. Some dropped their jaw in amazement. Some grinned and winked. Jayson, conducting the interview from the stage, found me in the crowd with an “OMG, you’ve been talking about this forever!” look in his eyes. Click the picture below to watch Shep’s response.





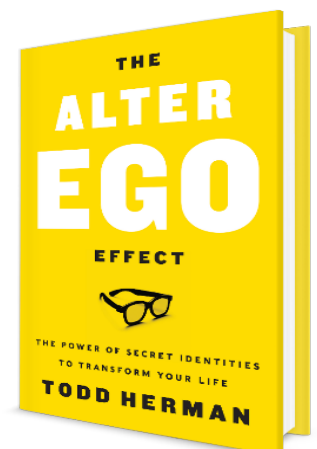
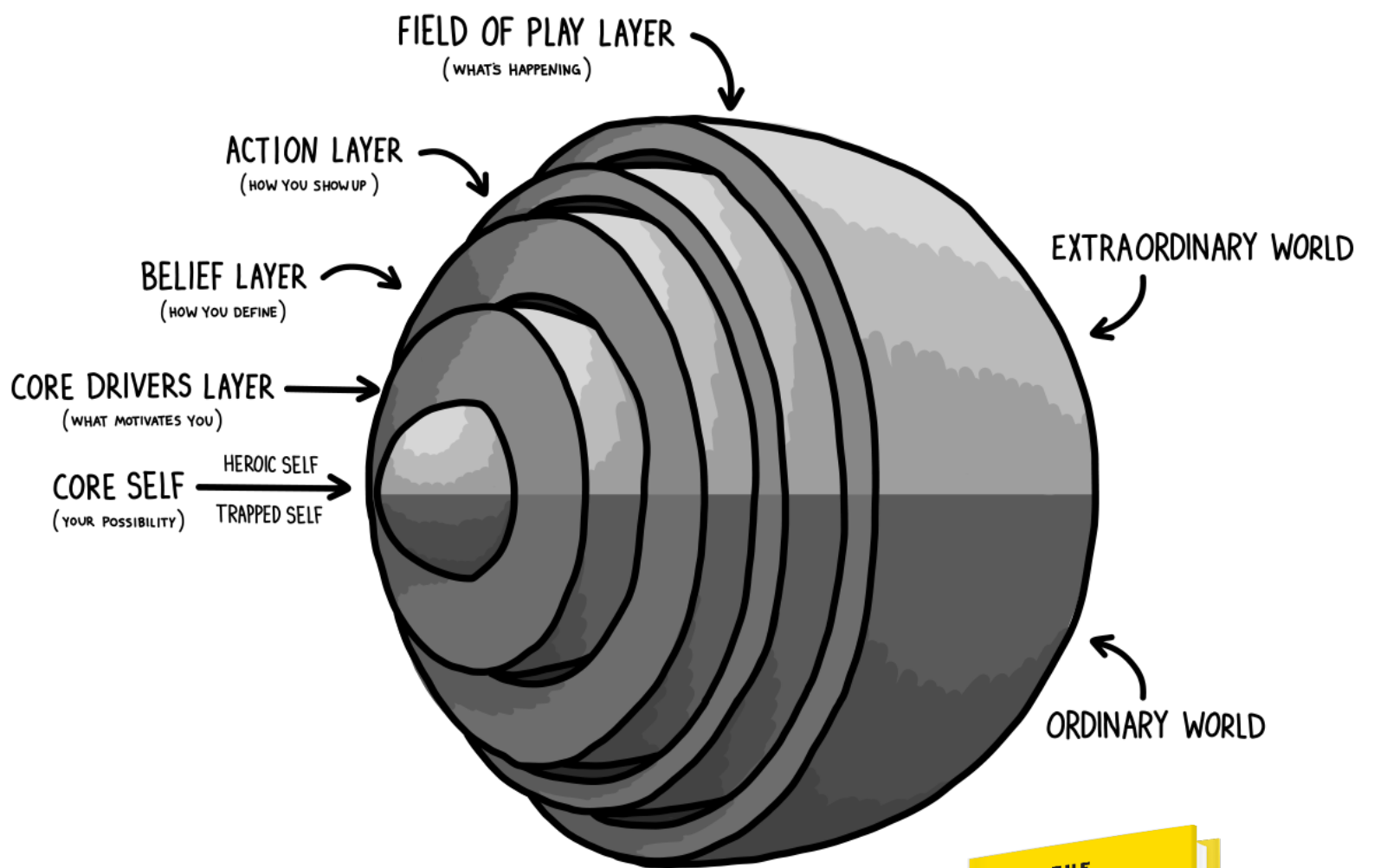
FIELD OF PLAY MODEL

THE ALTER EGO EFFECT™

Who we are, specifically the person we bring to our various Fields of Play and how we perform, is heavily influenced by external and internal factors. I break these groups of influence into four layers that surround our Core Self.

The Field of Play is the area of context. In this layer, we're influenced by our actual physical environment; the circumstances; the constraints; the people, places, and things that we interact with; and their expectations. When you become more intentional about what characteristics will show up on an important Field of Play for you, you'll activate a creative energy powering a new level of performance.

Becoming clear about your intentions, identifying the benefits you get from an activity, and determining what you want to achieve on a Field of Play is what will help unlock your Heroic Self.



Review The Layer By Layer Break Down In Chapter One



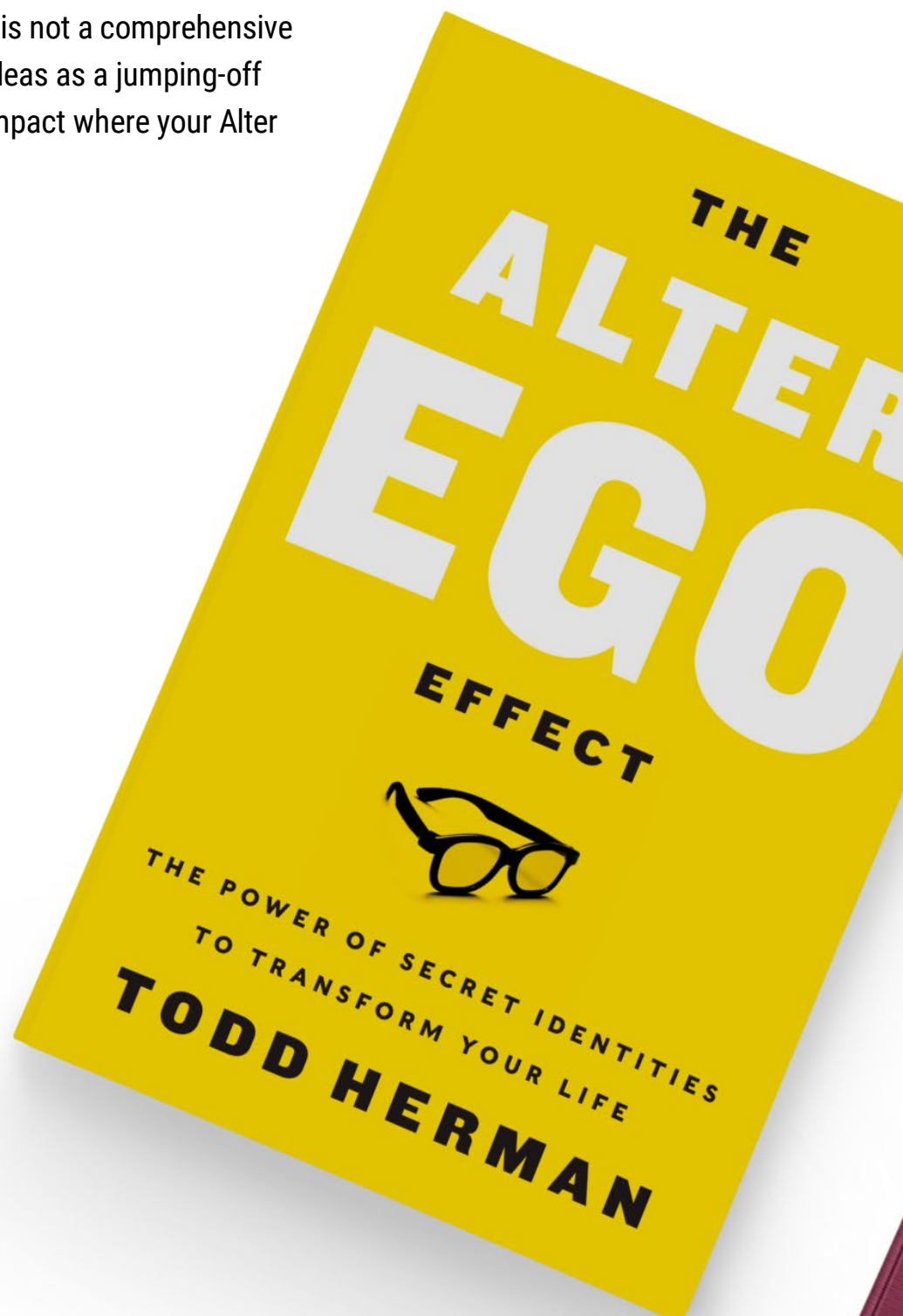
MOMENTS OF IMPACT

As you build an Alter Ego for your Field of Play, there are elements of that Field that may especially challenge you as well as any number of Moments of Impact you may experience where your Alter Ego can shine.

In these moments, you have an opportunity to fully embrace your secret identity and show up in the way you most desire.

To help cement this idea, the following pages include examples of potential Moments of Impact you may face within the world of sports, business, or your personal life. It is not a comprehensive list by any means so simply use these ideas as a jumping-off point to identify your own Moments of Impact where your Alter Ego can shine.

THE ALTER EGO EFFECT™





MOMENTS OF IMPACT

MOMENT OF IMPACT

PERSONAL LIFE

Parenting

Children can be such a joy, and with all good things, they come with plenty of challenges. Some parents find that how they respond when their child is having a meltdown is a Moment of Impact. Others rely on an Alter Ego during teachable moments and difficult conversations.

Financial stress

When money is tight, it may be time for an Alter Ego to step in. They can help manage budgets, deciding whether or not an item should be purchased, talk through financial decisions and investments, pay bills, find more ways to make money, etc.

Major Decisions

Life is a series of decisions, but some decisions have a massive impact on the course of one's life. In these situations, an Alter Ego can help make a decision that feels right.

Transitions

Life's big transitions can be disorienting, and this means they're a perfect time for an Alter Ego who thrives in uncertain situations to step in to help out. This can include transitions like moving, new relationships, becoming a parent, entering a new phase of life, breakups and separations, new jobs, major changes in health, retirement, empty nesting, and more.

Spirituality

Spirituality plays a major role in some people's lives. In crises or difficult times—or in a period of spiritual exploration—an Alter Ego can help maintain grounding in one's belief system.

Comparisonitis

Regardless of level of success, comparisonitis can strike anyone. When impostor syndrome rears its head, it's time to call on an Alter Ego who can rebuild confidence and belief – even when faced with social media brag-fests, high-performing colleagues, seemingly perfect parents, or other triggers.

Emotional stress

In the wake of grief, numbness, anger, overwhelm, burnout, fear, self-criticism, or frustration, an Alter Ego can help navigate periods of emotional stress and re-establish a sense of balance and serenity.

Health

Some find it helpful to turn to an Alter Ego when attempting to improve their health. This can include physical health (illness, injury, weakness, chronic disease, etc.) or mental health (anxiety, depression, eating disorders, etc.).

Loss of job

While the loss of a job can lead to financial stress, that's often just the tip of the iceberg. Calling on an Alter Ego may help with tough moments, like filing for unemployment, applying to new positions, altering a personal budget, attending networking events, asking for help, and more.

Partnerships

No matter how solid the relationship, it can be helpful to have an Alter Ego waiting in the wings to help with tough moments between partners. This can include arguments, reduced intimacy, transitions, breaches of trust, long-distance relationships, income discrepancies, mismatched priorities, and others.



MOMENTS OF IMPACT

MOMENT OF IMPACT

SPORT

High-stakes games

From playoff games and championships to tournaments and matches against rival teams or players, some playing environments are intrinsically more challenging than others. High expectations are placed on athletes and coaches to perform at their highest level, and this can require an Alter Ego to show up in full force during important plays and scoring opportunities.

Injury or illness

It's an unfortunate reality that players sometimes suffer injuries, illness, or exhaustion that keeps them from performing at their peak level. When these situations arise, they often add to an athlete's stress. By stepping into an Alter Ego, an athlete can activate the healing powers of a superhero alter ego, find another gear and push past mental limits on your physical capabilities, move into 'super-rest and super-recovery' mode so you can get back to peak health.

Complex strategies

From memorizing plays to studying an opponent, many athletes must maintain complex strategies in their memory. This can be a time for an analytical or detail-oriented Alter Ego to support this process.

Social stress

When athletes play before spectators, social pressure can set in. A crowd of cheering, booing, noisy fans—plus announcers detailing every move and even televised audiences—can cause a high level of stress for players. Alter Egos may help them tune out the noise and social pressure and focus on the Field of Play.

Public interactions

Athletes experience a number of public interactions in which an Alter Ego can be useful, including interviews, fan interactions, press opportunities, charity work, school visits, and speaking engagements.

Distraction

Distractions can come in many forms for athletes, as well as other high-performers. These can include physical distractions (uncomfortable uniform, equipment in need of repairs, weather, injury, spectators, etc.) and emotional distractions (grief, anger, shock, frustration, etc.). By tapping into an Alter Ego, athletes can regain their focus.

Playing conditions

Not all playing environments are ideal for athletes. For instance, there may be slippery and wet surfaces, extremely hot or cold temperatures, strong winds, or low sun. Additionally, facilities may be subpar, noisy, or cramped. In difficult playing conditions, calling on an Alter Ego may help an athlete succeed.

Financial pressure

Regardless of sponsorships, salaries, or bonuses, athletes may feel financial pressure at times in their career. The cost of coaching, equipment, travel, and other expenses can weigh heavily on sports figures. Alter Egos can help them navigate significant expenses and financial pressures with as much finesse as they demonstrate while competing.

Team Communication

Moments of collaboration and teamwork are a given for many sports, before, during, and after the game. During the times when teammates need leadership and focus, an Alter Ego can help players show up as a dependable asset to the team.

Endurance

Often, solo athletes, such as rock climbers, surfers, cyclists, or distance runners, find themselves in positions where they must persevere in spite of extreme odds — and unlike those in team sports, they must do so alone. An Alter Ego will help them move forward and maintain focus, even when exhaustion sets in.



MOMENTS OF IMPACT

MOMENT OF IMPACT

BUSINESS

Sales calls

Some business owners may find that starting the call in a comfortable, personable manner is a challenge, while others may discover that asking for the sale is a struggle. With an Alter Ego in place, these can become powerful moments that move business forward.

Public speaking

From a local networking event to a major conference or TED Talk, entrepreneurs the National Social Anxiety Center reports that public speaking is the most common phobia, and entrepreneurs who face it would do well to identify what about the activity scares them. From there, they can call on their Alter Ego to help them navigate those particular moments or triggers, including writing a speech, choosing clothes, waiting or anticipating stepping on stage, the act of stepping on stage itself, bright lights, looking at an audience, fear of tech glitches, making an ask from stage, or others.

Team management

Business owners benefit greatly from the support of a team, but there are times when an Alter Ego can come into play. These times include salary negotiations, interviews, lay-offs, mediations, employee reviews, and difficult discussions.

Overwhelm

Overwhelm tends to strike when time management skills are poor or life throws a curveball. When there are many irons in the fire, an Alter Ego can help manage the stress and keep professionals on task.

Media attention

Whether it's standing in front of a television camera, being interviewed for a podcast, or putting together an article for a publication, addressing media attention can call for an Alter Ego to maintain confidence and ensure follow-through.

Networking

Similar to the fear of public speaking, networking activities and events can spark social anxiety and phobias. When business high achievers step into their Alter Ego, they can ease the process, from a handshake and elevator pitch to follow-ups and next steps.

Collaborations

When businesses enter into collaborations, this comes with plenty of opportunities – and challenges. From contract negotiations to follow-through, an Alter Ego can help keep the joint effort a win-win for all parties.

Customer service

Successfully managing customer relationships can come with difficult conversations to maintain boundaries, tough choices to do what's best, and a generosity of time and energy to make customers feel appreciated. The right Alter Ego can make the process easier.

Cashflow

Whether a business is flush on cash or scraping the bottom of the barrel, unusual cashflow can call for an Alter Ego. When there is a surplus, an Alter Ego can help prevent poor financial decisions. When the reserves are low, the Alter Ego can rebuff self-doubt, the rise of impostor syndrome, or the justification of taking on clients who are a poor fit.

Unmet expectations

When the "actual" revenue line item is under the "expected" amount, a professional development program fails to deliver on its promises, a contractor completes subpar work, or any number of other scenarios, high achievers in business struggle with unmet expectations. They can call on the help of their Alter Ego to get through tough conversations and situations.



MOMENTS OF IMPACT

MOMENT OF IMPACT



TAKE ACTION...

Make a note of any specific Moments of Impact that jumped out while you were reading through the examples together with any others that came to mind



POSITIVE EMOTIONS

What do you want to start (believing, expecting, feeling, doing, valuing etc)... Do more of (believe more, expect more, feel more, value more) and, continue... (believing, expecting, feeling, valuing etc)...

Once you know what you want, what do you need to believe in order to make those actions feel more effortless, joyful, or more comfortable? What do you need to expect about yourself or the field of play you're standing on to make those changes happen?

And finally, what do you need to value about yourself, the world, the people you interact with, your skills, and your knowledge to feel more confident, decisive, enthusiastic, peaceful, optimistic, etc?

Use the following list of positive emotions as inspiration to guide your thoughts.

JOYFUL	A sense of elation, happiness, and perhaps even exhilaration, often experienced as a sudden spike due to something good happening.
GRATEFUL	A feeling of thankfulness, for something specific or simply all-encompassing, often accompanied by humility and even reverence.
SERENITY	Calm and peaceful feeling of acceptance of oneself.
INTEREST	Feeling of curiosity or fascination that demands and captures your attention.
HOPEFUL	Feeling of optimism and anticipation about a positive future.
PRIDE	A sense of approval of oneself and pleasure in an achievement, skill, or personal attribute.
AMUSED	A feeling of lighthearted pleasure and enjoyment, often accompanied by smiles and easy laughter
INSPIRED	Feeling engaged, uplifted, and motivated by something you witnessed.
AWE	An emotion that is evoked when you witness something grand, spectacular, or breathtaking, sparking a sense of overwhelming appreciation.
ELEVATION	The feeling you get when you see someone engaging in an act of kindness, generosity, or inner goodness, spurring you to aspire to similar action.
ALTRUISM	Usually referred to as an act of selflessness and generosity towards others, but can also describe the feeling you get from helping others.
SATISFACTION	A sense of pleasure and contentment you get from accomplishing something or fulfilling a need



POSITIVE EMOTIONS

AFFECTION	An emotional attachment to someone (or even a pet), accompanied by a liking for them and a sense of pleasure in their company.
CHEERFUL-NESS	A feeling of brightness, being upbeat and noticeably happy or chipper; feeling like everything is going your way.
SURPRISE (THE GOOD KIND!)	A sense of delight when someone brings you unexpected happiness or a situation goes even better than you had hoped.
CONFIDENCE	Emotion involving a strong sense of self-esteem and belief in yourself; can be specific to a situation or activity, or more universal
ADMIRATION	A feeling of warm approval, respect, and appreciation for someone or something.
ENTHUSIASM	A sense of excitement, accompanied by motivation and engagement.
EAGER	Like a less intense form of enthusiasm; a feeling of readiness and excitement for something.
EUPHORIA	Intense and all-encompassing sense of joy or happiness, often experienced when something extremely positive and exciting happens.
ENJOYMENT	A feeling of taking pleasure in what is going on around you, especially in situations like a leisure activity or social gathering.
OPTIMISM	Positive and hopeful emotion that encourages you to look forward to a bright future, one in which you believe that things will mostly work out.
HAPPINESS	A feeling of pleasure and contentment in the way things are going; a general sense of enjoyment of and enthusiasm for life.
CONTENT- MENT	Peaceful, comforting, and low-key sense of happiness and well-being.
RELIEF	The feeling of happiness you experience when an uncertain situation turns out for the best, or a negative outcome is avoided.



POSITIVE EMOTIONS

MOMENT OF IMPACT

TAKE ACTION...

Which emotions jumped out while you read through the list and did any others come to mind? Make a note of these emotions below and consider if this is something you want to start, do more of, or continue believing, expecting, feeling or valuing? Why?



ACTION LAYER LIST

How Are You Showing Up? How Are You Acting? How Are You Behaving?
What Choices Are You Making?

If you pass all those questions over the bridges of starting, continuing, and more of, you'll get even more clear about how the "new you" will show up. Maybe you want to ask for the sale more often, paint more, act more confidently, book more meetings, make more eye contact, or reach out to people more often.

These are the new actions you could take during those Moments of Impact. In the Ordinary World, these are the actions, thoughts, or behaviors you're currently not taking or having, which is, in turn, is preventing you from achieving the results that you want. **Use this list of actions below as inspiration to guide your thoughts through this process.**

ORGANIZING

Reorganize	Assemble	Prepare	Organize	Streamline
Align	Package	Centralize	Restructure	Structure
Reposition	Revamp	Process	Plan	Consolidate
Allocate	Formalize	Qualify	Schedule	Systematize
Integrate				

LEADERSHIP

Mentor	Command	Decide	Enlighten	Arbitrate
Coach	Enlist	Delegate	Educate	Designate
Enforce	Navigate	Approve	Orchestrate	Instruct
Mobilize	Commission	Demonstrate	Manage	Direct
Comfort	Facilitate	Institute	Preside	Authorize
Champion	Lead	Act		

TEAMWORK

Convince	Help	Collaborate	Cultivate	Conciliate
Motivate	Resolve	Elect	Unify	Encourage
Cooperate	Assist	Instill	Share	Involve
Guide	Impart	Enable	Contribute	Support
Participate	Inspire	Interact	Suggest	Confront
Join	Meet	Unite		



ACTION LAYER LIST

THE ALTER EGO EFFECT™

CREATIVE THINKING

Craft	Balance	Develop	Validate	Conjure
Formulate	Define	Invent	Contrive	Envision
Question	Imagine	Revolutionize	Fashion	Perceive
Create	Recreate	Compose	Strategize	Theorize
Hypothesize	Brainstorm	Conceive	Visualize	Contrast
Realize	Design	Conceptualize	Compare	Explore
Customize	Innovate	Differentiate	Predict	Pioneer
Illustrate	Renew	Mold	Fabricate	Reason

COMMUNICATION

Correspond	Deal with	Disclose	Speak	Rewrite
Listen	Mediate	Narrate	Communicate	Author
Relay	Renegotiate	Ask	Express	Display
Announce	Articulate	Respond	Influence	Persuade
Counsel	Describe	Attract	Negotiate	Signify
Lobby	Moderate	Discuss	Propose	Circulate
Answer	Report	Exchange	Present	

INITIATIVE

Accelerate	Maintain	Vitalize	Experiment	Serve
Learn	Responsible For	Embark	Improvise	Nurture
accomplish	amplify	Volunteer	Alleviate	Service
Enhance	Execute	Emphasize	Draw	Focus
Leverage	Mastermind	Simplify	Paint	
Reinforce	Challenge	Simulate	Photograph	



ACTION LAYER LIST

MOMENT OF IMPACT

TAKE ACTION....

Make a note of the actions that stood out plus with any others that came to mind as you read through the lists. Is this action something you want to start, do more of, or continue believing, expecting, feeling or valuing? In what context?



CHARACTER TRAITS

If you need help generating ideas for your alter ego, the ideas on the following pages will help get the wheels turning so you can identify your perfect secret identity.

As you peruse each list, consider the challenges of your specific field of play; chances are, you're wanting to build out an alter ego that can respond to them, but remember this list is far from exhaustive and each person can see something different in an individual, character, or object.

Your Alter Ego may even live in someone you know personally. Think about your family, friends, mentors, teachers, colleagues, and classmates. These individuals may provide you with the inspiration you need to step onto the Field of Play with confidence. Remember, none of these descriptions is written in stone, and thanks to the power of perception, you bring your own unique angle and interpretation.

TV & MOVIE CHARACTERS

Spock (Star Trek)

The first officer of the Starship Enterprise, Spock is known for his calm, logical, and stoic nature.

James Bond (James Bond)

The hero of dozens of spy-themed adventures, James Bond is strong, independent, and capable.

Rocky (Rocky)

When faced with the seemingly impossible task of boxing the world heavyweight champion, Rocky Balboa meets the challenge with perseverance, heart, and determination.

Barney Stinson (How I Met Your Mother)

Self-assured and confident, Barney Stinson always knows what to say.

Indiana Jones (Indiana Jones)

Archaeologist and professor Indiana Jones is well-known for his intelligence, bravery, and adventurous spirit.

Leslie Knope (Parks and Recreation)

Undaunted and optimistic, Leslie Knope tackles the red tape and bureaucracy of government with unceasing cheer.

Princess Leia (Star Wars)

An agent of the Rebel Alliance, Leia remains level-headed in a crisis, often relying on her strong will and blunt nature.

Buffy (Buffy the Vampire Slayer)

While balancing high school and vampire slaying, Buffy shows up as a natural leader who is stubborn and empathetic towards others.

Rory Gilmore (Gilmore Girls)

Thoughtful, creative, and intelligent, Rory Gilmore is always ready with a quick quip or clever banter.

Xena (Xena: Warrior Princess)

Undaunted by any number of challenges, Xena is well known for being fearless, decisive, and honest.



CHARACTER TRAITS

LITERARY CHARACTERS

Sherlock (Sherlock Holmes)

Insightful, intelligent, and driven, detective Sherlock Holmes can solve any mystery he faces.

Harry Potter (Harry Potter)

Armed with loyalty, bravery, and determination, Harry Potter leads the charge in defeating the Dark Lord.

Gandalf (The Lord of the Rings)

The wizard Gandalf is often depicted as wise, patient, and cunning. He's a powerful mentor and a magical force to be reckoned with.

Atticus Finch (To Kill a Mockingbird)

This compassionate lawyer approaches conflict with honor, dignity, and respect. He's level-headed and calm under pressure.

Holden Caulfield (Catcher in the Rye)

While often cynical and guarded, Holden is intelligent and has a rebellious streak.

Alice (Alice in Wonderland)

When whisked away to a world of whimsy, Alice approaches the unexpected situation with curiosity, generosity, and playfulness.

Katniss Everdeen (The Hunger Games)

Forced to risk her life against her will, Katniss channels her anger and sense of loyalty into a force for innovation and compassion, ultimately becoming a figurehead and leader.

Arya Stark (A Song of Ice and Fire)

Headstrong and rebellious, Arya defies traditional norms and uses intelligence and conviction to survive numerous trials.

Nancy Drew (Nancy Drew)

Despite her youth, Nancy Drew solves numerous mysteries by relying on her resourcefulness, creativity, and energetic nature.

Elizabeth Bennet (Pride and Prejudice)

Playful, smart, and witty, Elizabeth Bennet is determined to marry for love, rather than necessity.





CHARACTER TRAITS

SUPER HEROES

Iron Man / Tony Stark (Marvel Comics)

A billionaire inventor and weapons builder, Tony Stark's superhero persona, Iron Man, is every bit as innovative, charismatic, and quick-witted as he is.

Wolverine (X-Men, Marvel Comics)

Despite a temper that often leads to fits of rage, Wolverine displays a deep loyalty for those he can trust.

Batman (DC Comics)

While Bruce Wayne is often characterized as a wealthy socialite, Batman is a mysterious loner, who uses his intelligence, drive, and resources to fight crime.

Wonder Woman / Diana (DC Comics)

A strong warrior and princess of the Amazons, Diana is an empathetic and honest person with a strong sense of righteousness and courage.

Captain America (Marvel Comics)

With a strong moral compass, Captain America is respectful and modest – as well as patriotic, of course.

Jessica Jones (Marvel Comics)

Known for her blunt, cynical nature, Jessica Jones is incredibly strong and resilient, as well as guarded.

Deadpool (Marvel Comics)

Unpredictable and often hilarious, Deadpool keeps his eyes on the prize and always keeps his enemies guessing.

Mystique (X-Men, Marvel Comics)

With the ability to shapeshift, Mystique is often seen as mysterious and enigmatic. She's also intensely loyal and sometimes impulsive.

Black Panther (Marvel Comics)

Quiet and insightful, Black Panther displays a controlled confidence, sharp discipline and a ruthlessness when it comes to protecting what is important to him.

Hulk (Marvel Comics)

When Robert Bruce Banner loses his temper, watch out. He transforms into the Hulk: an unstoppable force of destruction, and nothing will stand in his way.

Wonder Woman



Black Panther





CHARACTER TRAITS



CARTOON AND ANIME CHARACTERS

Lilo Pelekai (Lilo and Stitch)

Upbeat, creative, and full of energy, Lilo is accepting and incredibly loyal to family.

Steven Universe (Steven Universe)

With a strong moral compass, Steven Universe is empathetic and kind, and he's always encouraging others to do what is right.

Jerry Mouse (Tom & Jerry)

Always on the run from Tom the cat, Jerry is quick-thinking and cunning. His intelligence allows him to escape danger.

Edward Elric (Full Metal Alchemist)

Strong-willed and loyal, Edward is protective over those he loves, particularly his brother, and would do anything for them.

Belle (Beauty and the Beast)

Characterized as a dreamer, Belle often seeks out books in her search for adventure. She's far from quiet, though. Unconventional and outspoken, Belle is never afraid to share what she's thinking.

Moana (Moana)

Ready to face any challenge, Moana is headstrong and stubborn, with a deep appreciation for culture and tradition.

Turanga Leela (Futurama)

Self-reliant and friendly, Leela stands up for her beliefs and is unafraid to take action when necessary.

Carl Frederickson (UP)

While he'll never be described as friendly or warm, Carl's undeterred focus, sense of adventure, and hidden (but very present) empathy for others makes him a memorable, if a bit grumpy, choice of Alter Ego.

Aang (Avatar: The Last Airbender)

Non-violent and kind, Aang is a fun-loving character who tries to reason and find peace before fighting.

Buzz Lightyear (Toy Story)

A courageous and dedicated leader, Buzz Lightyear is sometimes impulsive, but always has a keen sense of right and wrong.

Moana



Buzz Lightyear





CHARACTER TRAITS

ENTERTAINERS

Jerry Seinfeld

Stand-up comedian Jerry Seinfeld is known for being quick-witted, sarcastic, and understated in his humor.

Denzel Washington

Actor, director, and producer, Denzel Washington is well-known for being a positive, upbeat, and inspiring man who makes friends easily.

Dwayne Johnson

While he began his career as a professional wrestler, Dwayne "The Rock" Johnson has become a well-known actor, revered for his determination, sense of humor, and athleticism.

Beyoncé Knowles-Carter

Singer, songwriter, and dancer, Beyoncé is a captivating performer and an outspoken activist.

Freddie Mercury

Often ostentatious, but also deeply empathetic, Freddie Mercury's legacy is one of unstoppable showmanship, out-of-the-box creativity, and energetic performances.

Audrey Hepburn

Altruistic, humble, and hard-working, Audrey Hepburn has become a fashion icon.

Oprah Winfrey

With a keen entrepreneurial sense, Oprah Winfrey is persistent, ambitious, and remains true to her values.

Emma Watson

Intelligent and outspoken, actress Emma Watson (most well-known for her role as Hermione in the Harry Potter series) is an activist who is unafraid to speak her mind.

Mindy Kaling

Comedian, writer, and actress, Mindy Kaling is known for her self-confidence, humor, and bravery.

Spike Lee

As a film director, Spike Lee exhibits many qualities associated with artists, such as creativity, candidness, and determination.

Dwayne Johnson



Oprah Winfrey





CHARACTER TRAITS

HISTORICAL FIGURES

Winston Churchill

One of the world's most renowned political figures, Winston Churchill was a strong leader with the willingness to take risks, be forthright, and persevere against all odds.

Rosa Parks

A powerful voice for Civil Rights, Rosa Parks is known for her bravery, determination, and integrity.

Napoleon Bonaparte

As the first Emperor of France, Napoleon is remembered for his ambition, dedication, and a willingness to do what must be done to succeed.

George Washington

The first president of the United States and renowned general, George Washington is remembered for his humble nature, strategic mind, and moral compass.

Mahatma Gandhi

Leader of the Indian independence movement, Gandhi is known for his unassuming but determined nature, ability to forgive, resilience, and for promoting love over hate

Joan of Arc

A young woman of deep faith and incredible bravery, Joan of Arc is remembered as a fierce warrior who led armies and defied stereotypes.

Martin Luther King Jr.

Baptist minister and one of the most well-known names in the American Civil Rights Movement, Martin Luther King Jr. is remembered for nonviolence, intelligence, and empathy.

Elizabeth I

Strong-willed and intelligent, Elizabeth I is a celebrated leader who reigned over England in the 1500s.

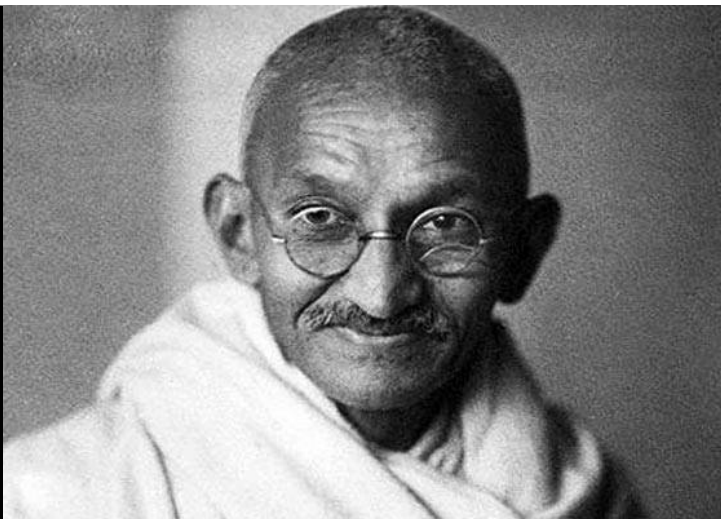
Marie Curie

The first woman to win a Nobel Prize, Marie Curie is known to have been an incredibly intelligent and resilient, believer in the power of her work to change the world for the better.

Amelia Earhart

Undeterred by stereotypes and limitations, Amelia Earhart is known for being a courageous, motivated, and determined airplane pilot.

Mahatma Gandhi



Amelia Earhart





CHARACTER TRAITS



ANIMALS

Wolf

The wolf is seen in some cultures as a symbol of loyalty, trust, and family.

Lion

While a lion may represent many things, this “king of the jungle” is commonly thought of for its strength, courage, and leadership.

Turtle

Slow and steady, the long-lived turtle often is seen as a symbol of wisdom, endurance, and patience.

Bear

The bear is often used as a warrior’s symbol; one of strength, power, and bravery.

Bee

Living among its kind in giant hives, the bee has come to symbolize community, working together, and celebration.

Peacock

This bold creature is often used to represent self-confidence, leadership, and optimism.

Dolphin

Intelligent and fun-loving, the dolphin represents self-confidence, playfulness, and humor.

Hawk

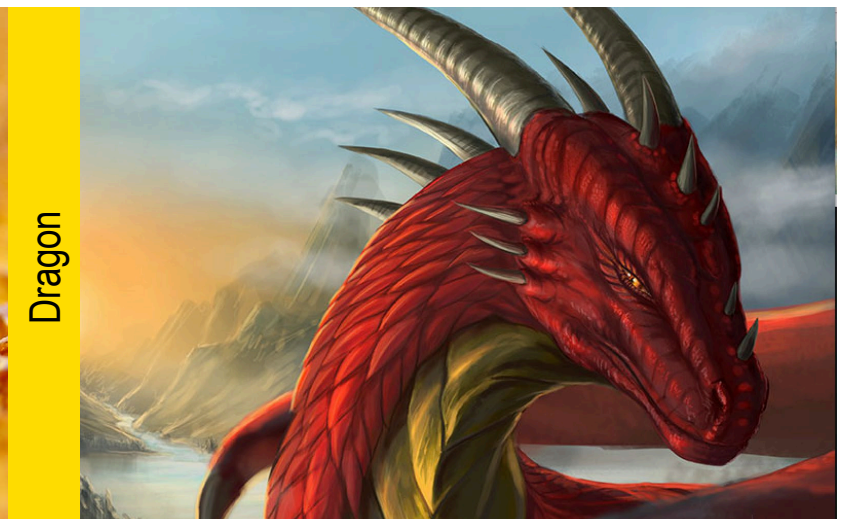
With its top-down view of the world, the hawk is known for its insight. Some cultural traditions also associate the hawk with protection from enemies.

Unicorn

The mythological unicorn tends to be a symbol for innocence, chastity, and uniqueness.

Dragon

Another mythological creature, the dragon has appeared in East Asian cultures as a symbol of power, luck, and strength.





CHARACTER TRAITS



ABSTRACT CONCEPTS OR ITEMS

Machine

Machines can include the strength of freight train, steadfastness of a clock, the super-intelligence of a computer, and more.

Element

Elements include the flexible wind, refreshing and cleansing water, firm and steadfast earth, and passionate fire.

Emotion

From joy to anger to anticipation, Alter Egos can be fashioned after a singular emotion when stepping onto the Field of Play.

Location

Different locations can inspire different identities, such as an awe-inspiring mountain top, a down-to-earth library, a mysterious desert island, or an industrious factory.

Idea or Concept

Alter Egos can embody certain ideas, such as beauty, mystery, peace, or war.

Ability

Adapting certain abilities can help focus an Alter Ego, such as freeing flight, powerful strength, and distancing force fields.

Characteristic or Trait

Alter Egos may be distilled down to a single characteristic, such as determination, warm-heartedness, devotion, or self-control.

Value

Some Alter Egos represent a value, such as loyalty, empathy, hard work, intelligence, or honor.

Archetype

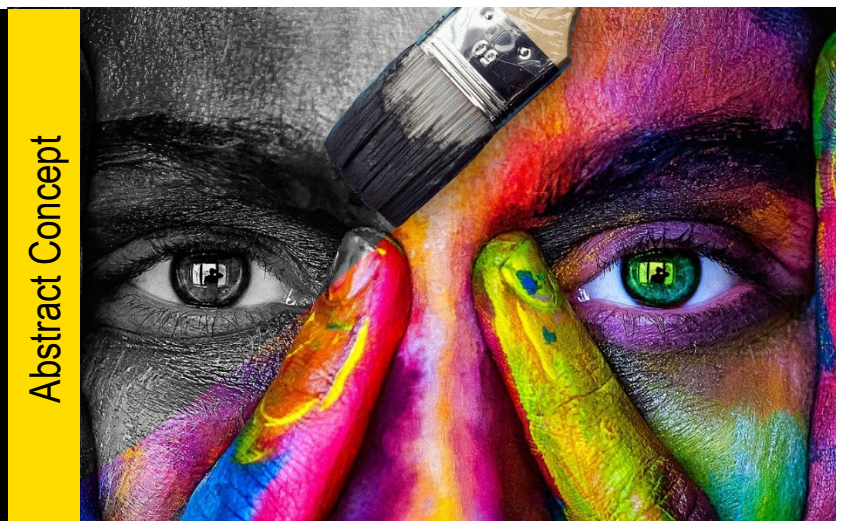
Instead of a specific character from an existing story, Alter Egos can represent an archetype such as the hero, rebel, villain, jester, leader, or sage.

Alignment

A common method of defining the moral compass of a character in role-playing games, an Alter Ego may be lawful, neutral, or chaotic iterations of good and evil.



Air, Water, Fire, Earth



Abstract Concept



CHARACTER TRAITS

ATHLETES

LeBron James (Basketball)

One of the most prominent basketball players of his generation, LeBron James never shies away from the spotlight and is known for his strong leadership skills and ability to work well in a team.

Tom Brady (Football)

Quarterback for the New England Patriots, Tom Brady is known for being a strong leader with an upbeat personality who advocates for his team.

Tony Hawk (Skateboarding)

Outgoing, cheerful, and motivational, Tony Hawk inspires others to succeed.

Pelé (Soccer)

Brazilian soccer star and legend, Pelé is remembered for his ability to improvise, unparalleled skill, and upbeat attitude.

Muhammad Ali (Boxing)

Boxing champion Muhammad Ali is known for his courage and physical prowess in the ring, as well as his generosity and humility outside of it.

Serena Williams (Tennis)

The world's leading name in tennis, Serena Williams is unapologetic, fierce, and competitive.

Ken Shamrock (MMA)

One of the most well-known names in MMA fighting, Ken Shamrock is known for his perseverance, dedication, and tenacity.

Simone Biles (Gymnastics)

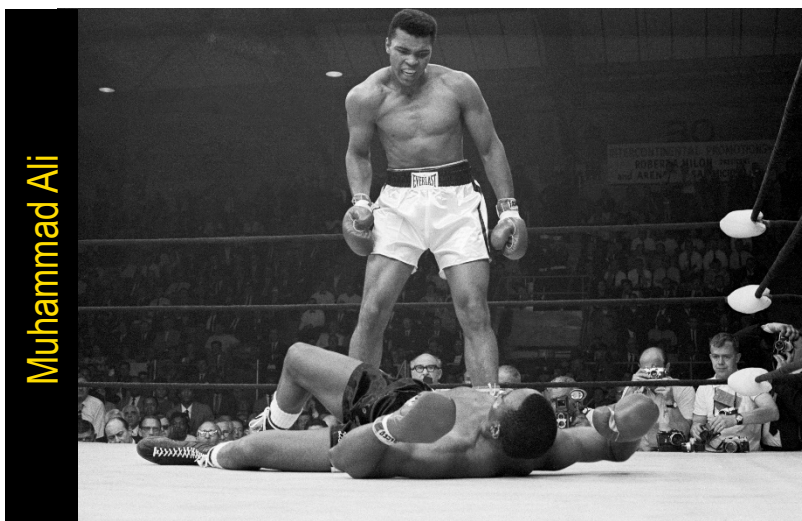
Down-to-earth, realistic, and with a dry sense of humor, Simone Biles is one of the most decorated female gymnasts in the world.

Lynn Hill (Rock Climbing)

As the first woman to ever climb The Nose of El Capitan without ropes, Lynn Hill can be looked to as someone who defies norms, with a sense of commitment and fearlessness.

Bianca Valenti (Surfing)

An environmentalist and activist for gender equality in surfing, Bianca Valenti is passionate, courageous, and committed to the causes she represents.





TOWEL DEMONSTRATION

In The Alter Ego Effect, I Shared The Story Of Anthony, A Young A Rising Star In Maryland High School Basketball Who Used A Towel To Activate His Alter Ego, Deliberately Wipe His Face With It As If He Were Pulling On A Panther Mask Like Spider-Man.

Anthony was always one of the best players on the court until another player transferred to his school for senior year. The new guy was an all-star, and it didn't take long before Anthony started to second-guess himself, overthink his moves on the court, and worry what everyone watching the game must think of him.

He lost his edge and began to make mistakes. He desperately wanted to get his game back. In the end, Anthony chose a panther as his Alter Ego for its power, agility, and stamina. His Totem was a towel, and he Activated the panther just before the game started. To see this in action, watch the video below.





FIND YOUR SUPERHERO SQUAD

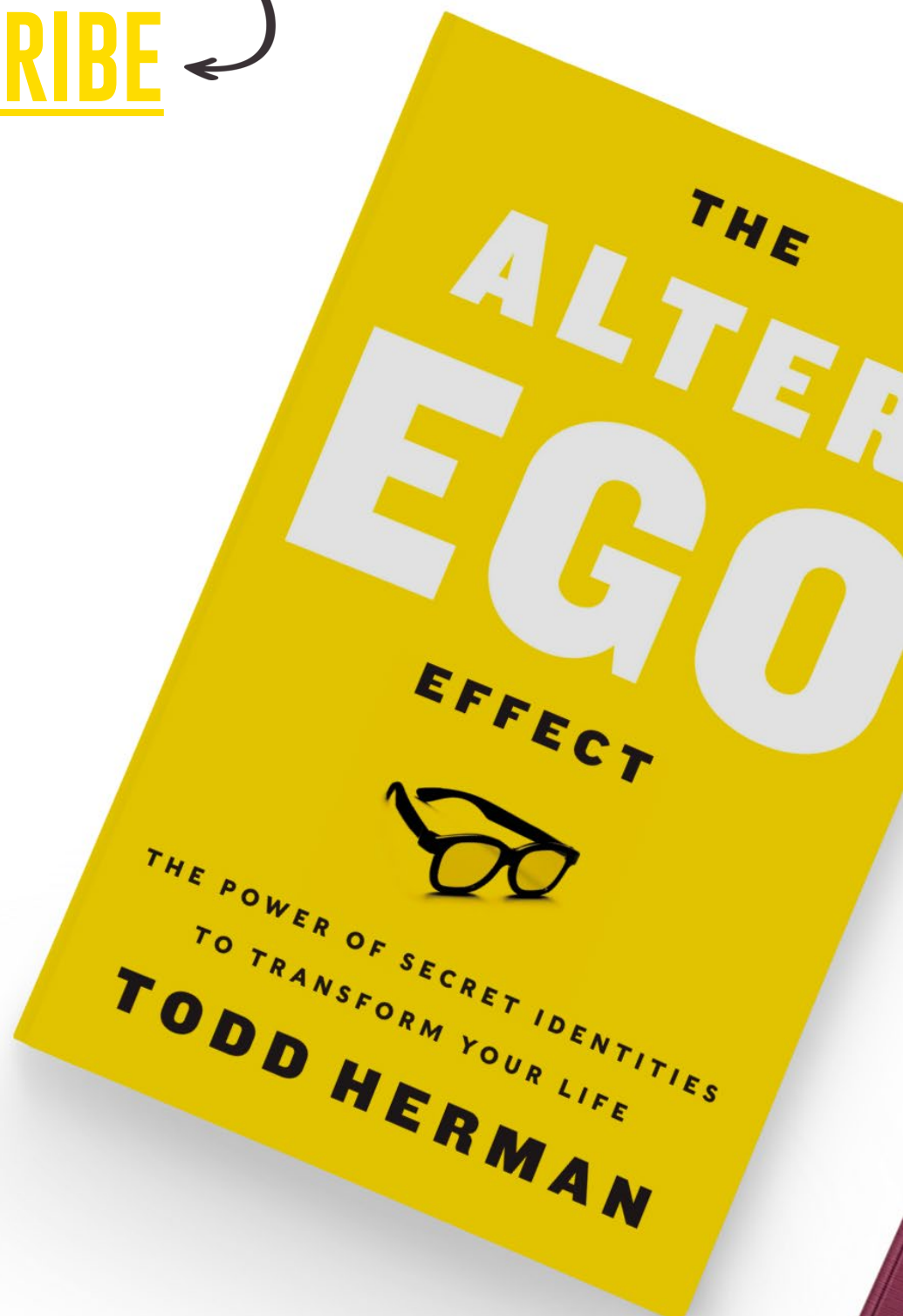
Join us to continually develop your strengths, learn more about tapping into your Alter Ego to have more fun with life and surprise themselves with what they can achieve in a community of other superheroes.

With daily conversations based on the principles taught in The Alter Ego Effect, this group is the place for people that want to be their OWN Hero... see you there!



[**JOIN THE TRIBE**](#)

Click to join



THE ALTER EGO EFFECT™



THE ALTER EGO EFFECT™

DIVE EVEN DEEPER INTO THE FRAMEWORK FOR DEVELOPING YOUR ALTER EGO

This Companion Guide can get you incredible results when used correctly.

However, I find those who use this tool in conjunction with our Alter Ego Effect™ Method Masterclass get the best results.

So, if you'd like to use this tool to its fullest potential, I invite you to sign up for our Masterclass, so you can leverage the power of a secret identity to overcome resistance, perform at peak levels and achieve your greatest ambitions.

Here's to activating the superhero already inside of you,

Todd Herman

**SIGN UP FOR THE
MASTERCLASS NOW**



TODD HERMAN