

**THE  
ALTER  
EGO  
EFFECT**

**THE POWER OF SECRET IDENTITIES  
TO TRANSFORM YOUR LIFE**

**TODD HERMAN**

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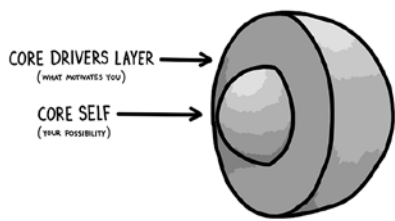
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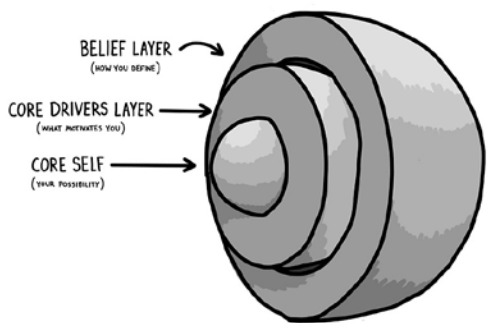
**LAYER 1: YOUR CORE DRIVERS (WHAT MOTIVATES YOU AT A GRANDER SCALE THAN YOURSELF)**



This is where you’ll find what you deeply care about, deeply relate to, and deeply identify with. These give you a sense of purpose and can often be things people feel define them. Your deeper purpose could be related to Family, Community, Nation, Religion, Race, Gender, Identifiable Group, Idea, or Cause. However, as you’ll see, these Core Drivers, and any of the layers, can also affect you negatively as well.

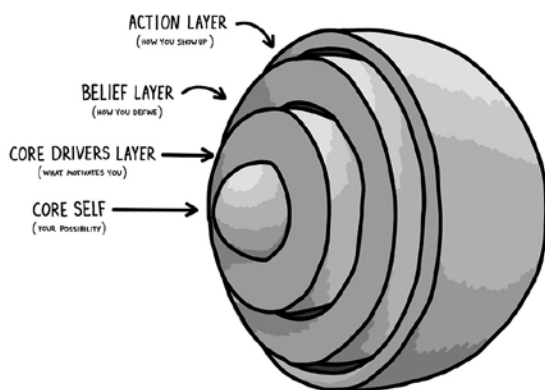
**LAYER 2: THE BELIEF LAYER (HOW YOU DEFINE YOURSELF AND THE WORLD AROUND YOU)**

This is where you’ll find your attitudes, beliefs, values, perceptions, experiences, and expectations toward how you see yourself and how you perceive the world around you. [Figure 3.2]



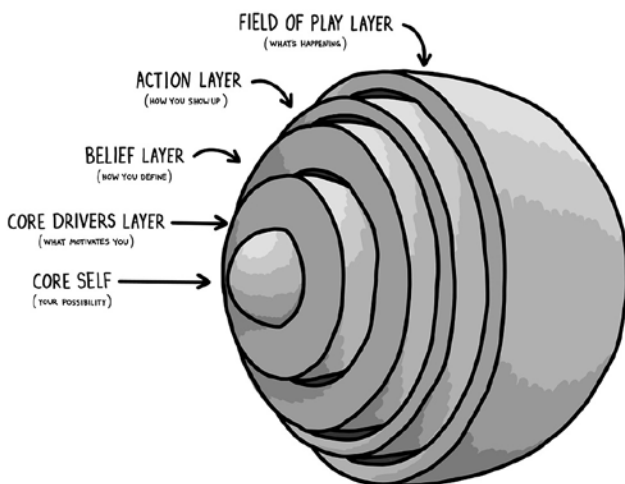
### LAYER 3: THE ACTION LAYER (HOW YOU SHOW UP)

This represents the skills, competencies, and knowledge we've developed over time. It's also the behaviors, actions, and reactions we have on the Field of Play and during our Moments of Impact. [Figure 3.3]

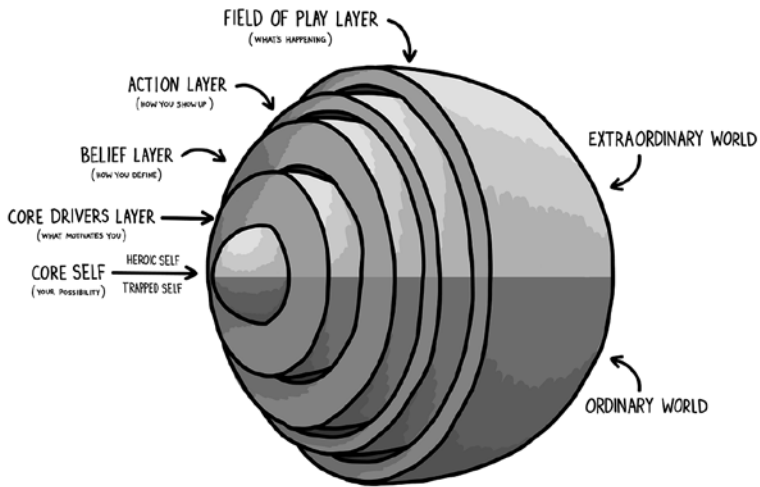


### LAYER 4: THE FIELD OF PLAY (WHAT'S HAPPENING)

This 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. [Figure 3.4]



# FIELD OF PLAY MODEL



Go through the following list of character traits and circle or note which ones you already possess. Then go through and underline or note five to ten traits your new Alter Ego or identity is going to possess, as well.

Adaptable	Courageous
Adventurous	Courteous
Affable	Creative
Affectionate	Deadly
Agreeable	Decisive
Ambitious	Determined
Amiable	Diligent
Amicable	Diplomatic
Amusing	Disciplined
Badass	Discreet
Brave	Dynamic
Bright	Easygoing
Broad-Minded	Emotional
Calculating	Energetic
Calm	Enthusiastic
Careful	Extroverted
Charming	Exuberant
Collected	Fair-Minded
Communicative	Faithful
Compassionate	Fearless
Competitive	Fierce
Complete	Fiery
Confident	Flamboyant
Conscientious	Flexible
Considerate	Fluid
Consistent	Forceful
Controlled	Frank
Cool	Friendly

Funny  
Generous  
Gentle  
Giant  
Gifted  
Good  
Gregarious  
Hardworking  
Helpful  
Honest  
Humorous  
Imaginative  
Impartial  
Independent  
Intellectual  
Intelligent  
Intuitive  
Inventive  
Kind  
Light  
Loved  
Loving  
Loyal  
Mighty  
Modest  
Mysterious  
Neat  
Nice  
Optimistic  
Organized  
Passionate  
Patient

Persistent  
Pesky  
Pioneering  
Philosophical  
Placid  
Plucky  
Polished  
Polite  
Powerful  
Practical  
Proactive  
Quick-Witted  
Quiet  
Rational  
Reliable  
Reserved  
Resourceful  
Sensible  
Shadowy  
Sincere  
Slippery  
Sociable  
Spirited  
Straight  
Strong  
Swift  
Sympathetic  
Systematic  
Thoughtful  
Tall  
Tidy  
Tight

Tough

Versatile

Tricky

Vicious

Unassuming

Warmhearted

Understanding

Willing

Velvety

Witty

After you've selected five to ten character traits that would define your Alter Ego or new identity, how would you exhibit or demonstrate those qualities?

For example, if you chose "powerful," how would you show up in business as "powerful"?

What does that look like to someone else?

What does that feel like to you?

What would you sound like to other people?

What are the attitudes you have about yourself/business that would cause you to be more powerful?

Do you have an example of someone you already perceive to be powerful? How do they act/speak/think?



Here's a helpful list of possible attributes you could tap into:

Adaptable	Friendly
Adventurous	Funny
Affectionate	Generous
Alert	Gentle
Ambitious	Happy
Analytical	Honest
Appreciative	Honorable
Bold	Hospitable
Calm	Humble
Cautious	Idealistic
Centered	Imaginative
Charming	Independent
Confident	Industrious
Cooperative	Innocent
Courageous	Inspirational
Courteous	Intelligent
Creative	Introverted
Curious	Just
Decisive	Kind
Diplomatic	Loyal
Disciplined	Mature
Discreet	Merciful
Easygoing	Meticulous
Efficient	Natural
Empathetic	Focused
Enthusiastic	Nurturing
Extroverted	Obedient
Flamboyant	Objective
Flirtatious	Observant
Focused	Optimistic

Organized  
Passionate  
Patient  
Patriotic  
Pensive  
Perceptive  
Persistent  
Persuasive  
Philosophical  
Playful  
Private  
Proactive  
Professional  
Proper  
Protective  
Quirky  
Resourceful  
Responsible  
Sensible  
Sensual

Sentimental  
Simple  
Socially Aware  
Sophisticated  
Spiritual  
Spontaneous  
Spunky  
Studious  
Supportive  
Talented  
Thrifty  
Tolerant  
Traditional  
Trusting  
Uninhibited  
Unselfish  
Whimsical  
Wholesome  
Wise  
Witty

## MORE EXERCISES TO BUILD YOUR ALTER EGO

These exercises are a collection of some I've used with clients in the past to help them get greater clarity with their Alter Ego. Try one, try them all, possibly something else will click for you.

**Exercise 1:** Relax yourself and imagine watching your character growing up from birth until now. What shaped them? What do they do differently from you? How do they look? How do they speak? What words or phrases do they use? What feelings do they have? What skills and capabilities do they possess?

**Exercise 2:** Imagine yourself in a lab creating this Alter Ego. What are you adding, what are you taking away? One of my clients did this exercise by imagining it was his twin brother, and they were separated at birth. His brother was stuck in a black hole of wisdom and learned all the highest-level skills of his sport. My client tapped into his Alter Ego when he wanted to show up on the playing field as a source of infinite wisdom.

**Exercise 3:** Write out a full conversation between you and the Alter Ego. I had one client pretend she was stuck in an elevator with her Alter Ego, and they had no one else to talk to but each other. I had her imagine asking her Alter Ego how her mind worked before a competition. What do they think of competitors, or is the Alter Ego so confident that they don't even care or think about the competitors? Did the Alter Ego worry about anything? What were they striving for? She observed the Alter Ego; what did she look like? How did she hold herself? How did she move? What expressions did she have? Then I asked her how she would describe the Alter Ego to a friend after they escaped from the elevator?