

## *Book Review*

### **THE ALTER EGO EFFECT**

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

**Todd Herman, Harper Collins Publisher, 195 Broadway, New York,  
(2019) ISBN 978-0-06-283863-6, Pages 272, Price \$20.49.**

Todd Herman is the writer of the book titled “The Effect of the Alter Ego”. He is a prize-winning author; athletes, politicians and public figures are performing consultants. He has appeared for his praiseworthy writings on the Today Show, Sky Business News, PBS and CBC National News.

Todd Herman has been described in a variety of media outlets as “visionary” and “leader” in the sporting world. His creative approaches to making the players and teams understand their full potential and crush the leaks of stress, playing distractions, negative thinking and bad game planning.

We read and watch story because it’s a kind of lower-cost virtual reality, particularly back before anything like virtual reality existed. When we read/observe story, we walk for a few hours in the footsteps of their main characters. Feel what it feels, experience what it feels. See life from their point of view. But did you ever wonder how you could fall into a certain character or head space of a person in your own life? This is all about the book “The Alter Ego Effect.” Todd Herman, a specialist in high-performance mental games, discussed in this book one big technique, which many famous athletes and actors used to become somebody else,” or maybe, from another perspective.

The book is divided into sixteen chapters and in the first chapter author explains how a person’s imagination can build ordinary or extraordinary worlds. The author further suggested that if we want something, we must go get it. And if we want something faster, go must get it with a great mentor. Author even cited an example of a struggling young student athlete who always failed at critical moments, and how Herman helped him by working on his alter ego.

The book consists of sixteen chapters and the author of the first chapter discusses how the imagination of a person can create ordinary or extraordinary worlds. The author also mentioned that we can get anything if we want it. And if we want anything easier, we must move ahead with a fantastic mentor. The author also discussed an example of a young and struggling athlete, whose vital moments often failed, and how Herman helped him focus on his alter ego.

The second chapter demonstrates the importance of “different versions of oneself.” He told celebrities not to allow themselves to be public figures, but to play other person so that they always know what to do and therefore eventually cope with bad reviews.

The third chapter of the book gives insight about four layers that surround our Core Self, namely, “Your Core Drivers (what motivates you at a grander scale than yourself). The Belief Layer (how you define yourself and the world around you). The Action Layer (how you show up). The Field of Play (what’s happening).”

*Sima Kumari and Simran Kaur*

The fourth chapter helps to select an alter ego from personal or professional life. It is stressed that you should go to the field which makes you the worst. The author indicated that there we have to develop an alter ego and it will have a big effect on your life.

The fifth chapter focuses on “Finding Impact Moments”. The author proposed that the moment of effect should be targeted by analyzing their fields and working backward from their ultimate objective to determine what they need to do to achieve this. These moments are the most sensitive, resistant and demanding because they are also the most insecure.

The author stressed in the sixth chapter that we are all interested in many places, such as house, sports, friends, jobs, entertainment, health, etc. We have different positions in each of these places with different requirements. We still appear as different versions of ourselves. But we have an opponent who holds us back by powers such as not managing the emotions, lack of self-confidence, doubting your ability, etc.

The author in the seventh chapter says that we all speak to one another and this dialogue can be conservative and harmful. Many people have a circular bullying talk, only beating them into more self-defeating chats. Rather you have to realize that the negative talk originates from the Enemy, mark it and put it aside. Naming the adversary provides a differentiation that helps your Brave Self to speak with the enemy who is attempting to capture you.

The author stressed the importance of storytelling in real life in the eight chapter of the book. He says that we know that we are a natural story telling machine when we pay attention. We live a powerful story at every level of our lives, whether we know it or not. He adds that we relate story to ourselves, listen to the story of others, learn story from various sources.

The ninth chapter of the book talks “winners are winners because they have failed more than others.” It goes on to add that our imagination shortens negative self-talking and uses our creativity.

Studies show that an obsession with pleasure makes people feel hollow in the tenth chapter. There is no sense for people who only seek personal pleasure. People with importance are literally better.

In the eleventh chapter author explains the process of creating Alter Ego. He explained that alter ego can be created in the following manner: “Prompt 1: Start with the Superpowers; Prompt 2: Choose Someone or Something You Admire; Prompt 3: It’s Right in Front of You”

The author focuses in the twelfth chapter on the exercises to develop your alter ego. The author clarified further that there is a distinction between knowledge and belief. Alter egos are not only about behavioural changes, but about emotions. Young people often play make believe and let their imaginations run wild with ideas.

The thirteenth chapter focuses on “Stories create emotional context”. He stressed that every hero has a story of origin. One must find their alter ego in their own narrative. We should have a profoundly embedded narrative of why or what we have chosen. It allows us to turn our heroic selves on. The simplest story of origin are often the most powerful.

In the fourteenth chapter, author stated that we concentrate on living in a world of symbols, and the human mind has this incredible ability to render almost everything meaningful. It’s amazing how fast we can change our ideas of what is possible by embracing a new identity.

The author describes what happens if we doubt or begin to withdraw in the fifteenth chapter. He stressed that we should remember the start of our career. Say your life’s tale by successes and achievements. When you feel insecure, remember what you did. In this way we can build our answer from our alter ego’s perspective.

In the last chapter of the book author explained Six Mindsets to Win, which are as follows: “Bring it on! Embrace the challenge; I’m ready for anything! Stay flexible/adaptable; I’m a creative force! Embrace your imagination; I love to play! Keep a playful attitude; I wonder what will happen? Appreciate discovery, curiosity, life like a lab; I believe I can change! Personalities are malleable, as is the mind.”

It is one of the most important readings for those who want to learn motivationally. Herman explains the precise tactics that top artists from the sport, politics, entertainment and more use to make the field of play much better than inborn. It’s anti-intuitive and perfectly meaningful. His historical examples of well-known achievers using the Alter Ego Effect are ample proof - if proof is needed - that this process for improved performance works and has done for millenia. Although so many self-help books blindly recommend that you join an enhanced version of you or, more dangerously, that you are sufficient), Herman is the first book I read to explain why a new version of you would be much helpful in life, and in particular HOW that alter ego to play. It is a great pleasure to recommend this book.

– *Sima Kumari and Simran Kaur*