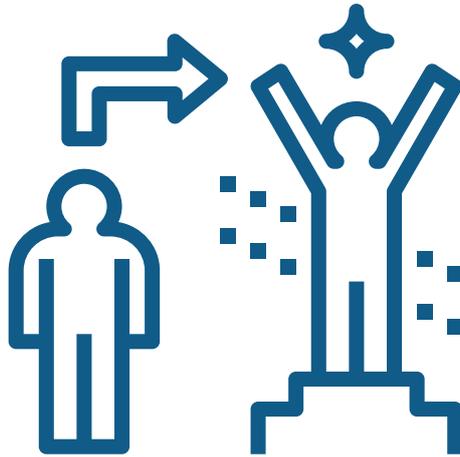


Using an Alter ego to get a different result



In this process, we are helping the client to deal with underlying issues they may be experiencing and giving them a way to see and look at things a bit differently. Not everyone connects with this at the same pace so tread carefully.

Basically the principles are simple, you adopt a new persona for things that you don't particularly like doing in the business be it sales dealing with staff, dealing with difficult situations and even asking for money.

The first part of this is to identify the client with their hero - someone they look up to, a leader or even superhero who can do anything! They need to visualise that they can don the cloak and become that hero and be the superman instead of the Clark Kent for a while why they deal with something.



IDENTIFYING WITH YOUR HEROIC SELF

We all have two images of ourselves: one is who we are right now and the other is who we could be and who we dream of being. Unlocking the second identity is how you become the heroic self in real life rather than continuing to dream about it.

Your heroic self goes after their goals, faces adversity and sees your potential. Your heroic self thinks positive thoughts and acts despite the obstacles that lay in front of you. This heroic self is your alter ego and the way to tell your brain when you've become this person is to give this person a name. You could name your alter ego after an animal, a person or even a family member.

The name is crucial because it tells your mind when to put on the hero costume and when to take it off. I find that I have to change in and out of my hero costume because if I wore it every moment of the day, it would take up all my energy and leave nothing left in the tank.

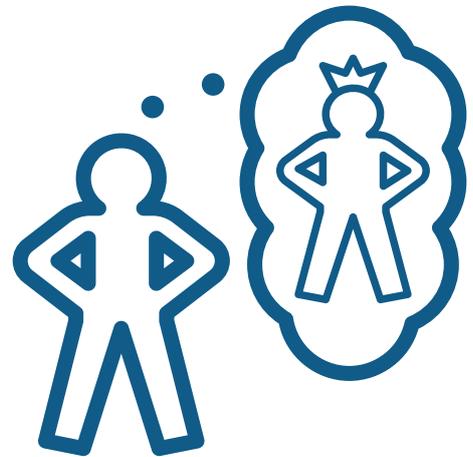
CHOOSING AN ALTER EGO

For most people, it's a decision they have to make. I've found the best alter ego has two traits:

- The alter ego is someone you know everything about
- You have an emotional connection to them
- Someone you hold in high regard look up to

PUTTING ON YOUR ALTER EGO

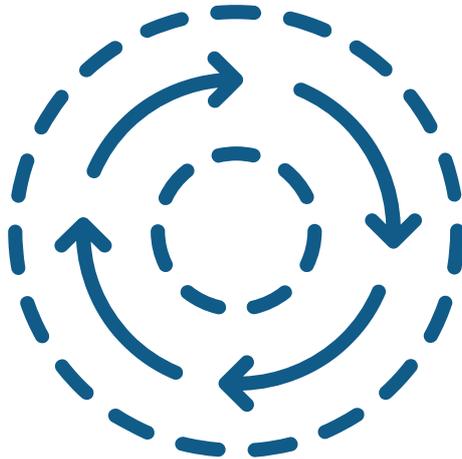
Once you've chosen your alter ego, you need to be clear on how they move, the way they talk, their beliefs and how they think. These are critical things to know because you are going to need to mimic these anytime you want to use your alter ego.



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My alter ego has strong stage presence, a booming voice, shoulders back, a straight back, unstoppable confidence, a kind heart and believes in the impossible.

The traits that your alter ego has are ideal traits that you don't always use yourself. Activating your alter ego can be done in many ways. You could read an article about them before you transform into them, you could listen to their voice through a piece of audio, you could watch a video of them, or you could look at a photo of them.



THINK OF A WAY TO REMIND YOU TO USE YOUR ALTER EGO

There are times when you may forget or incorrectly turned on your alter ego. So you may need to implement a second step to remind yourself to activate your alter ego and I recommend you do the same. Having something physical that you carry with you, or wear, works wonders.

People have also found that having a physical object and then using an action to turn your alter ego on gives you better results. So, I strongly recommend you choose an object and an action that you can use to turn on your alter ego, and achieve extraordinary results yourself.

YOU TALK TO YOURSELF DIFFERENTLY

When your alter ego is active, you talk to yourself differently and that causes your results to change. Embodying your alter ego changes the conversation in your head and that obliterates your negative thoughts and doubts about your ability. Changing into your alter ego is pointless if you don't change the conversation in your head simultaneously.