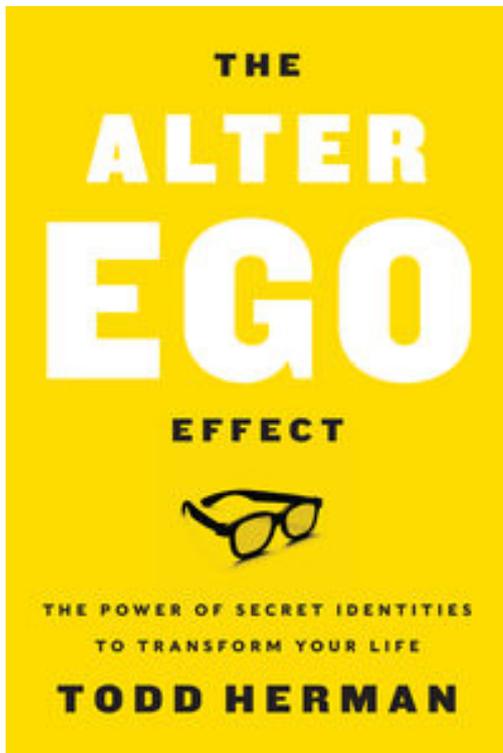


Download The Alter Ego Effect Free EBook PDF/ePub/Mobi - Todd Herman



Download or Read Online The Alter Ego Effect Todd Herman Free eBook PDF/ePub/Mobi/Mp3/Txt, Now a Wall Street Journal bestseller.

What if the games we played as children were the greatest gift to helping us achieve more today?

Before stage fright, impostor syndrome, emotional baggage, and the other dubious gifts of adulthood, everyone pretended to be a superhero, a favorite athlete, an inspiring entertainer, a nurse, a firefighter, a lion, or whatever else captured our imaginations. And yet, that natural creativity is slowly squeezed out of us because we think it's childish or it's "time to grow up." Now Todd Herman—backed by scientific research and countless stories from the real world—will show us how to tap into the human imagination to unleash new versions of ourselves, ready-made to kick ass.

Herman has been coaching champions in every field for over twenty years, and he's helped them bring out their Heroic Self to transcend the forces pulling them into the Ordinary World.

Anyone attempting ambitious things faces adversity, resistance, and challenges, but Herman confronts these obstacles with a question: Who or what needs to show up to make success inevitable?

In *The Alter Ego Effect*, Herman presents countless stories from salespeople, executives, entertainers, athletes, entrepreneurs, creatives, and historical figures to illustrate how to activate the Heroic Self already nested inside each of us. And he reveals that we may not be using those traits in the moments when we need them the most. From the creative entrepreneur who resisted their craft, to the accomplished military officer who wanted to be a warmer dad at home, Todd Herman's clients have discovered there is no end to the parts of their lives they could improve by using Alter Egos.

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