



SUSTAINED COURAGE PRESENTS

The Alter Ego Workbook

A Weird, Science-Backed Guide to Becoming on Purpose

"You are not creating an alter ego because you are not enough. You are creating one because you are more than you have been using."

A Mini Workbook for Clarity, Courage & Self-Command



I N T R O D U C T I O N

Before We Begin

This workbook is not about becoming fake.

It is not about inventing a shiny, perfect, filtered version of yourself who wakes up at 5 a.m., drinks chlorophyll water, has a capsule wardrobe, and never says something emotionally unhinged in a Target parking lot.

This is about access. Your alter ego is not someone else. Your alter ego is a doorway into a part of you that already exists.

The calm one. The brave one. The sensual one. The disciplined one. The dangerous one.

The one with boundaries.

The one who does not send a four-paragraph apology before making a reasonable request.

This workbook will help you identify, design, and practice an alter ego that helps you move through stress, fear, change, and everyday chaos with more intention.

We are using science. We are using imagination. We are using ritual. We are using weird little human tricks — because, frankly, the brain loves a costume.

Let's begin.



THE RESEARCH

The Science, But Make It Useful

Alter ego work may sound playful, but it connects to several real psychological concepts.

01. Self-Distancing

Self-distancing is the ability to step back from your immediate emotional experience and see yourself with a little space.

Instead of being swallowed by "I cannot do this. I am going to fail. Everyone will know I am a fraud" — you create distance:

"What does she need right now?" "What would my alter ego do next?" "How would the calm version of me respond?"

That small shift helps your brain regulate. It gives you enough space to respond instead of react.

02. The Batman Effect

In child development research, kids who imagined themselves as a capable character — like Batman — showed more perseverance on boring or difficult tasks.

Sometimes "I can do this" feels too hard. But "Batman can do this" gives the brain a costume, a little distance, and a little more grit. That is alter ego work.

03. Enclothed Cognition

Research on enclothed cognition suggests that what we wear influences how we think, feel, and perform — especially when clothing carries symbolic meaning.

The blazer. The boots. The lipstick. The dramatic coat that says, "I have arrived and may have legal representation."

Clothing signals to your brain: "This is who we are being right now." Your alter ego uses clothing, music, posture, and ritual to activate a state.

04. Identity-Based Behavior

"I need to be more confident" is vague. "What would my alter ego say in this meeting?" is specific.

Confidence becomes a sentence. Calm becomes a posture. Self-respect becomes a boundary. That is the magic — and by magic, we mean psychology wearing eyeliner.



PART ONE

Why Do You Need an Alter Ego?

Your alter ego should serve a purpose. Not impress people. Not make you seem cooler. Not become an elaborate coping mechanism with better branding.

Your alter ego should help you access something you need.

Prompt 1 The Need

What part of yourself are you trying to access right now? (Confidence, Calm, Discipline, Sensuality, Creativity, Authority, Playfulness, Courage, Boundaries, Softness, Focus, Power, Joy...)

Prompt 2 The Pressure Point

Where in your life do you feel powerless, overwhelmed, or inconsistent? Think about the places where you shrink, spiral, over-explain, people-please, freeze, rage, avoid, or forget who you are.

Prompt 3 The Grounding Energy

What kind of energy would help you feel grounded in times of stress or discomfort? (Steel spine energy? Soft grandmother energy? Executive witch energy? Calm British librarian energy? Ancient warrior who has already seen worse energy?)



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PART TWO

Meet the Voice in Your Head

Before we create your alter ego, we need to identify the voice that gets in the way. You know the one. The little internal goblin who waits until you are about to try something meaningful and then whispers:

"You are not good enough." "You are going to fail." "Everyone is judging you." "Who do you think you are?"

That voice feels powerful when it is unnamed. So we are going to name it.

One client named hers Edgar. Because "I am not good enough" feels like truth — but "Edgar is telling me I am not good enough" feels like a cranky little man in the corner of your brain who needs a snack and a chair.

Exercise: Name the Inner Critic

My inner critic's name is:

What does this voice usually say?

What is this voice trying to protect you from?

What can you say back to it?

Examples:

- "Not today, Edgar."
- "Thank you for your concern, but we are still going."
- "You may sit quietly in the back, but you do not get the microphone."
- "I hear you. I am choosing differently."

My response will be:



PART THREE

Build Your Alter Ego

Now we get to the fun part. Your alter ego is not random. She is a signal. She shows you what part of yourself is asking to come forward.

Prompt 4 The Entrance

How would your alter ego walk into a room, respond to criticism, and handle uncertainty?

Walk into a room:

Respond to criticism:

Handle uncertainty:

Prompt 5 The Yes and The No

What would your alter ego finally say no to — and what would she finally say yes to?

She would finally say NO to:

She would finally say YES to:

Prompt 6 The Reason

Why are you creating her in the first place? Be honest. Are you tired? Ready? Done abandoning yourself? Does the world feel chaotic and you need a self who can stand upright in the storm?



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PART FOUR

Give Her Form

An alter ego becomes more powerful when she has details. Details give the brain something to hold. This is not just imagination — this is symbolic activation. You are creating cues that tell your body: "This is who we are being right now."

Alter Ego Profile

Name:

Three words that describe her:

Her signature energy:

Her uniform or symbolic item:

Examples: red lipstick, blazer, boots, rings, glasses, perfume, scarf, hoodie, necklace, notebook, pen, earrings, leather jacket, specific color.

Her song:

Her posture:

Her catchphrase or grounding sentence:

Examples: "We are not becoming the weather. We are being the house." | "Proceed." | "I can be kind and still be clear." | "No is a complete sentence, but I may accessorize it."

The situation where I need her most:



PART FIVE

Boundaries Are Identity With Structure

Your alter ego is not just about confidence. She can also help you hold boundaries.

A boundary is not a wall. A boundary is the structure that lets you stay intact.

It is the difference between: "I feel your storm, so now I must become a storm too."
And: "I see the storm. I may even love someone inside the storm. But I am not required to become the storm."

Your alter ego can help you remember:

- What is mine? What is theirs? What is true?
- What is the next right action?
- What role am I in right now?
- What role am I not required to play?

Boundary Exercise: The House and The Weather

Think of a situation where you often get pulled into someone else's chaos.

The situation:

The emotional weather in that situation usually feels like:

Examples: stormy, icy, foggy, explosive, heavy, frantic, unpredictable, draining.

The role I usually fall into:

Examples: fixer, smoother, apologizer, rescuer, explainer, emotional support mammal, silent observer, over-functioner.

The role my alter ego would choose instead:

A boundary sentence she would use:



Examples: "I cannot take that on right now." | "I care about you, but I cannot manage this for you." | "I am available for a conversation, not a crisis spiral."

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PART SIX

The Ritual

Humans have always used ritual to shift identity.

Masks. Music. Paint. Clothing. Chanting. Prayer. Dance. Perfume. Armor. Lipstick. The emotionally significant car pep talk.

A ritual tells the brain: "We are crossing a threshold."

Choose a ritual that takes 2 to 5 minutes. It should be simple enough to actually do.

Pick One from Each Category:

1. **Body cue** (shoulders back, feet planted, hand on heart, deep breath, power pose, slow walk)

2. **Object cue** (ring, lipstick, jacket, necklace, perfume, pen, notebook, glasses)

3. **Sound cue** (song, playlist, mantra, spoken sentence, voice note to self)

4. **Action cue** (write one sentence, sip tea, light a candle, walk around the block, stand in sunlight)

My Alter Ego Ritual

When I need to activate _____, I will:

Then I will say:



PART SEVEN

Practice in the Real World

You do not become your alter ego by thinking about her forever. You become her by practicing.

Small moments count. A clear email. A direct no. A brave yes. A slower breath. A different outfit. A better question. A pause before reacting. A moment where Edgar talks and you do not hand him the microphone.

For the next seven days, choose one tiny way to practice your alter ego.

Seven-Day Alter Ego Experiment

Day 1

Situation:

How I practiced:

What I noticed:

Day 2

Situation:

How I practiced:

What I noticed:

Day 3

Situation:



How I practiced:

What I noticed:

Day 4

Situation:

How I practiced:

What I noticed:

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Day 5

Situation:

How I practiced:

What I noticed:

Day 6

Situation:

How I practiced:

What I noticed:

Day 7

Situation:

How I practiced:

What I noticed:



PART EIGHT

Integration

The goal is not to perform forever. The goal is integration.

At first, you may ask: "What would she do?" Then one day, you realize: "Oh. I did it." That is the point.

Your alter ego is a bridge. She helps you practice a part of yourself until it becomes easier to access.

Reflection

What felt silly but useful?

What felt surprisingly powerful?

Where did I resist stepping into this version of myself?

What did my alter ego help me do that I might not have done otherwise?

What part of her do I want to integrate into my everyday life?



FINAL NOTE

A Spell, Which Is Really Just a Commitment With Better Branding

*I am not creating an alter ego because I am not enough.
I am creating an alter ego because I am more than I have been
using.*

*I am allowed to access new parts of myself.
I am allowed to practice courage before it feels natural.
I am allowed to be soft and sharp.
I am allowed to be strange and grounded.
I am allowed to have a core and still change my shape.
I am not becoming fake.
I am becoming on purpose.*

The world is weird. You are allowed to be weird back. Choose your mask. Know your core. Tell Edgar to sit down. Let the version of you who is ready step forward. Go forth. Get weird. Become.

Signed

Date

