



**OUTPERFORM**  
THE NORM

# THE ALTER EGO

PERFORM YOUR BEST WHEN IT MATTERS MOST.

SCOTT WELLE

## THE ALTER EGO

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**"The greatest opponent you will ever face is the one that lies within."**

You can look at the following pages in one of two ways:

- 1 - A silly list of redundant, make-believe questions that no Outperforming businessperson or athlete would possibly engage in
- 2 - An insightful peak performance exercise that ALL Outperformers use, whether they're aware of it or not

Your alter ego is you making a CONSCIOUS, intentional decision to show up as the BEST version of yourself. It's your choice to embrace it.

I sometimes get asked the question: "Scott, won't creating an alter ego make me look fake?"

Absolutely not. What is the "real" version of you? Someone that holds back due to worries, fears, insecurities and self-limiting beliefs (things we all have)? Is that your truth? NO!

Do me a favor - please think of a great leader you've had in your life. Someone you've really looked up to. Do they look "fake?" Nope. They LOOK poised. Confident. Calm.

Here's what nobody sees - there was probably a time when they were nervous, not confident, passive and shaky. There is a part of them that may STILL be feeling this INSIDE during their most uncomfortable moments, but they are able to summon an alter ego that allows them to operate without worries, fears and insecurities to still perform their best.

So can you.

On the following pages are a series of questions that will shape your alter ego and help you perform at the level you REALLY want to. Remember, be creative, have fun and explore your possibilities. Almost all top performers have a vivid imagination and can create something from nothing.

Ready to get started?

- Scott

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### 1. PERSONAL BARRIERS

What recurring theme shows up in a negative way in your life that prevents you from performing your best?

In what ways do your existing attitudes or beliefs get in your way?

What are the thoughts you're tired of thinking at the end of your day?

If the person who knows you best, believes in you the most, was sitting next to you, what would they say are the top 3 things you do that trip you up on your road to achievement?

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## 2. MAGNIFYING YOUR TALENTS

What are the specific qualities you admire about other people?

People who Outperform in your profession typically possess what qualities?

If you were absolutely CRUSHING IT in your life, what attitudes and beliefs would you have? How would you carry yourself physically?

If it was one year from today, and your identity was completely altered because of your commitment to your alter ego, what would your most supportive best friend say are the top 3 things they are astounded with in regards to your transformation? What would he/she say they are constantly telling other people about, with regards to you and your results?

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### 3. THE ORIGIN PROFILE

Who inspires you? What do you like or respect about them?

When you look at the character traits and qualities you perceive a valuable, who do you already know that has those? Is there a character in literature, TV, Movies, Business, Sports who possesses those qualities? If so, who? Where are they from? What shaped them? (NOTE - this person does NOT necessarily have to be someone in the same profession as you)

What makes the people you admire so strong, confident, powerful, cool, driven etc?

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### 4. TRANSITION TO ALTER EGO

What's your alter ego's backstory? Who has influenced them?

What does your alter ego value? What's the theme of their life?

How do they think? What thoughts do they have about themselves, their business, achievement, success, fulfillment, etc?

How does your alter ego look? What are their mannerisms? Behaviors?  
(James Bond drinks martinis and shops on Saville Row. Tiger Woods wears red and looks intimidating on Sundays. Cary Grant almost always wears a 3-piece suit and carries himself with grace. Serena Williams wears a cat suit.)

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### 5. ARTIFACT ENHANCER (THE TRIGGER)

What are some ideas for totems or artifacts you could use as your new alter ego/identity? (Remember: it could be something you wear, carry with you, touch or see in your environment.)

The most powerful totems or artifacts are the ones which:

1. Already have meaning to you. Possibly given to you by someone whom would make up part of your alter ego.
2. Is readily identifiable to your alter ego. i.e. if Tiger Woods was your alter ego, wearing red like he does is a natural place to start.
3. Is relevant and practical to the job the alter ego is designed to perform at. i.e. If your alter ego is designed to perform under pressure, the totem could be something that is only worn in uncomfortable, pressure situations.

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### 6. THE IMMERSION EXPERIENCE

When your alter ego takes over, what happens to you physically? Does your posture change?

Does your demeanor change? (For example, if you see somebody that looks powerful, honestly ask yourself WHY that person seems powerful, even if the reason is totally irrational or politically incorrect. Use this information to become more aware of the impression you're giving others.)

Does the look on your face change?  
Is there a change in how you speak? Tone, etc.  
Is there a certain presence you feel or evoke?  
How do you feel when being this new alter ego?  
Is there a specific color or light associated with your immersion experience?  
Do you have a phrase or mantra you say to yourself to engage with the experience?

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## FINAL THOUGHTS

1. Out of all the character traits you chose as your alter ego, commit to REALLY focusing on embodying ONE of those for an entire month. (i.e., if 'Calm' is one of the character traits that will make a big impact on your performance. Then focus your alter ego on embodying that trait.)
2. Commit to BEING your alter ego for 5-10 minutes in the beginning. ANYONE can be something new for 5 minutes. Then if you can do 5 minutes, do 7, then do 10, then 13 etc. Build on it over time!
3. Remember we're crafting an alter ego/identity for the 'situations' that are important to our success in business. You don't need to worry about your alter ego when you're relaxing with family. Or casually practicing. We're more concerned about using the alter ego when it matters most.
4. Have Fun! Be playful. Re-engage that phenomenal imagination you have.
5. Still worried about not being authentic? Remember - what is inauthentic about you showing up as an enhanced, super-charged, Outperforming, BEST version of yourself? What is WRONG with that? THAT is the person you've been carrying around inside of you all along!
6. Keep your alter ego to yourself. It's a private thing. Unless you WANT TO, no one else needs to know why you do, what you do, and how you do it.

Wishing you all the best and keep Outperforming,  
- Scott

*"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat."*

- Theodore Roosevelt

