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## Alter ego 1 pdf

1 of 12 Aries: ReeseWitherspoon Type films, Reese Witherspoon's aptly named production company, pretty much sums up Aries Vibe. Like a competitive asterisk, your quest to become the best is unparalleled. The warrior of the planet Mars is the ruler of your sign, after all: you know what you like and how you want to do it, and woe betide the man who stands in your way. Like this movie star mogul mom, your mission is to create an enviable woman's life that has it all, even if you have to build this life all your damn self for a while. You won't rest until you're squeezing your Oscar, and even then, you'll continue to raise the bar higher. Never predictable, you go the line between the cool Glamazon and the passionate fireball-fascinating paradox behold. 2 out of 12 Taurus: Adele Rumor has this your sign may be stubborn, but like the chanteuse of Adele, you just insist on living on your own terms. The ground sign, you keep your feet firmly planted on the terra firma, never letting the success go to your head. Family is everything to you. As a mom-to-be Adele, you can get an early start creating your own brood or adopt yourself into the families of your extensive social network. Ruled by a sensual, romantic Venus, you keep the cameras of your heart wide open. You'd rather skate in the depths than emotionally torn. And if Cupid's arrows don't hit the mark, you will use the power of your heavenly ruler Venus and turn your pain into beautiful music, art, or other inspired expression that elevates everyone around you. 3 out of 12 Gemini: Angelina Jolie with your dual nature, you have twice the patience than most. No one can juggle and multitask better than you, illustrated to perfection by the actress/superm/UN ambassador, Angelina Jolie. The masses wonder: how does she do all this and look so immoderate? Well, how could she not? Rule the fast planet Messenger Mercury, you Gemini would be boring if you didn't have your hands full and your intelligence stimulated 24/7. As Jolie's adorable, multicultural brood, the variety of spice life of Gemini. You understand that differences create dynamism, not homogeneity. As for these split personality rumors? Jolie remains suitably enigmatic. Will she wear a Brad Pitt ring on her finger or a blood bottle around her neck? It's still anyone's guess. 4 out of 12 Sugar and Spice, and all is well, that's what cancer girls are made of. As an icon of zodiac femininity, you have cast a spell with your feminine charms. But like Disney sweetheart Selena Gomez, you have an edge under these metaphorical mouse ears. In true cancer fashion, the budding indie actress is full of surprises. Her upcoming (and clearly not Disney) role will show a wide range of spectrum that empathetic crayfish have an idea. In personal matters, you are an old-fashioned romantic who is also deeply private. Maybe it's this It was hard for Belieb that she was dating the Biebs when the news first broke of their pop-tastic union. But true to the form of cancer, she hooked the most wanted of her generation. As for the juicy details? Sorry, guys. What happens behind the shells remains behind the crab shells. 5 of Leo's 12: Jennifer Lopez Platinum Album? Check. Hollywood Street cred? Check. Clothing line, eponymous fragrance, TV hosting spot? Check, check, check. The empire befitting of zodiac royalty is what you crave. As lion queen Jennifer Lopez, you have to have your paws in every possible pot. Under the power of the shining and expansive Sun, your mantra is bigger, bigger, bigger. Creative to the core, you live for love and can be swept away easily, like thrice on a day Lopez. As for this sexy backup dancer-cum-boyfriend? You're a sign of fire, Leo, and there's no shortage of passion in your universe. (PS: In case you haven't heard, Leo Madonna is also dating a backup dancer half her age.) You need a partner who can keep up, who can just lure you into the lair of the junior assistant. 6 of 12 Virgo: Beyonce Dear Sasha Fierce, You Can't Fool Us. Electrifying dance moves, barely-there outfits, and watching so smouldering it can take off a small village aside, there's something inevitably useful about the divine Miss Beyonce. Virgo is a virgin of the zodiac; There is a washed cleanliness to your spirit. When the costumes come off B are refreshingly real, just as a down-to-earth sign should be. While she makes it all look so simple, she's been honing her high-heeled dance moves with her Destiny's Child days-evidence of understanding your mark that practice makes perfect. With Analytical Mercury as the ruler of your sign, you have discerning tastes. You are very selective about who you let into your world. Bring on momagers and tycoons to husbands. 7 of 12 Libra: Gwen Stefani's World, Love and Harmony... or we have to say love, angel, music, babe. As Libra songstress-cum-designer Gwen Stefani, you come from the heart with everything you do. You have a goddess-y Venus, as your heavenly ruler, who gives you a keen eye for beauty and an innate understanding of the uplifting forces of aesthetics. Whether it's Harajuki cutesiness or vintage ska style that Hollaback Girl is Rockin', there's always the thrilling edge of her expression. Underneath all this, Libra strive for balance and are happy in a harmonious environment. Says Stephanie: I don't fight people like, I can barely fight with my husband because I just start crying, not. 8 of 12 Scorpio: Julia Roberts Spotlight or Spotlight? Like the ultra-privatize Scorpio Julia Roberts, you're as mysterious as you are magnetic. One Minute Enigmatic Actress Workin' is like a red carpet royalty with her spot on style and infectious laugh. Next, she's hiding in her refuge in Taos, New Mexico, fully involved in life as a Mom to three. Home body in the heart, away from the prying eyes of the paparazzi where you prefer to be. As a beautiful woman whose marriage to cameraman Danny Moder has survived Hollywood expiration dates- you are a loyalist who mates for life. With transformational Pluto as your celestial ruler, you draw from a deep well of emotion, which is a force that can be magical or destructive, depending on how you decide to apply it. 9 of 12 Capricorn: Michelle Obama as a polished and sophisticated Michelle Obama, you have the first lady written all over you. Managed by a disciplined and controlled Saturn, you pass your way to the top of the pyramid, earning each of your bands thanks to selfless efforts. You are a solid-yet loving caretaker who wants to see people prosperous and living better. FLOTUS itself has actively campaigned for its partnership for a healthier America, an organization committed to reducing childhood obesity. Which way to the Fountain of Youth? Legend has it that Capricorns age in the opposite direction. While you start life as a serious achievement (hello degrees from Princeton and Harvard law), you greatly ease after 35 (yes, it was Michelle rocking on Beyonce's show). And you can just sculpt weapons to match your hidden youth. Fierce! 10 of 12 Sagittarius: Miley Cyrus Open Your Mouth, Paste... Sage bong? Such is the censorship of Sagittarius's life. I'm not very good at keeping a secret, teen queen Miley Cyrus admitted. No kidding. You are a wide-eyed optimist of the zodiac who did not live until you tried all once ... Yes, even hit it. Fortunately, you are ruled by an expansive Jupiter, which is a planet of luck. So maybe you get caught in the act a few times... You also have an innate gift for landing on your feet. Your sense of humor is your saving grace, and the snaustring Hannah Montana Cyrus nails these one-liners. As I'm a singer counts fellow Sagittarius Snooki and Britney Spears as her idols, nod to your appreciation sign for the quirky and unfiltered people who will be galore in your world. GTL, Miley? 11 of 12 Aquarius: Jennifer Aniston With her sunny smile and laid back California behavior, Jennifer Aniston is a poster child for Aquarius Girl-Next Door Charm. And as a Good Girl actress, you're stunning in an all-American-shaped jeans, tail, and T-shirt. But let's not be twisted: you're unlikely to run the mill. Under the rule of Uranus, a planet known for its explosive lightning, you can shock with its sudden outbursts of emotions ... and your quick, crooked mind. After the breakup, Aniston famously joked that former Brad Pitt was missing the sensitivity of the chip. You keep zingers coming, your comedic timing impeccably. Friends blood yours You are the ultimate zodiac ami who thrives in the company of a supportive community. Paging Courteney Cox! 12 out of 12 Pisces: Pisces: She may be bad, but she's great at it. Such is the dual nature of Pisces, symbolized by two fish swimming in opposite directions. Like Rihanna, you are sweet as a pie on the surface, but you can be attracted to the dark side of life. We may never understand the appeal of anex-boyfriend-who-must-remain nameless, but her chart-topping hit SMM properly hints at the love of Pisces as pleasure and pain. Admit it: inside you lives a tortured artist and a hopeless romantic. But you won't drown in your sorrows for long. Under the rule of Neptune, the planet of fantasy, you will pop on pink lunettes when you don't want to see the truth unvarnished. 12 August 2015 6 min. Read the opinions expressed by entrepreneurs are their own. Superman Clark Kent, Bruce Wayne Batman and Granger Smith Earl Dibles Jr. Granger Smith is a country music star and curator of one of pop culture's most beloved alter egos. For the sake of your platform brand, I encourage you to take a page out of Smith's play and create an alter ego for yourself. Alter Ego: (Noun) another version of yourself Right alter ego can be your personal launch point to grow your platform and expand your brand. That's certainly what Earl did for Smith as the growth of his platform allowed him to move from an independent artist to signing a deal with BBR Music Group this week. Your ego is not your amigo. It makes you hold back and not take risks because it's human nature to worry about eight deadly words: What will others think? What will others say? The problem is that the hold-back never produced great results. Related: The secret ingredients for a successful branding strategy is a normal feeling, and according to Smith, every artist and entrepreneur has a box they usually have to work in. If you are an introvert, the alter ego gives you the freedom to become a bigger, bolder version of yourself. Even if you are naturally an extrovert you can use an alter ego to guide your message home in a top and in an even more interesting way. What began simply as a humorous YouTube video that went viral has gone viral, turned into Smith's alter ego, recording songs, videos and appearing as an encore performance at his concerts. Earl Dibles Jr.'s brand has turned to the point where he (not Smith) is a featured analyst at CBS Sports who picks college football games of the week. Evolution is the key word. Smith explains that he did not intend to create an alter ego all at once. Every aspect of Earl grew organically, listening to fans and what they said they wanted, he says. The tangible benefits for Smith were increased audience participation, brand expansion, new revenue streams and increased media attention With the right change You can connect your brand to a wider audience as well. Earl Dibles Jr. is an unfiltered outlet for Granger to say whatever he wants. Alter ego can give you a creative license, and when your real personality may not be able to get away with saying and doing certain things. It is genuine and relatable because everyone can imagine the Count Of Dibles in their lives. Proof in numbers: Smith's social media following was overshadowed by his alter ego. But the beauty of this is that both contribute to the same brand platform. Granger is the epitome of creating a national demand to prove that you can connect with an audience, said John Loba, executive vice president of BBR Music Group.Smith compared Earl Sandwich to McDonald's McRib. When McDonald's launched McRib, he would present the sandwich for a short period of time and take it away to evaluate the customer's response before expanding his presence. That's how Smith's alter ego grew to include his own songs, videos and merchandise. How are you easing new products or services into the market rather than forcing what you want that customers can't? Listen carefully to your fans, they will tell you everything you need to know to grow. Related: 6 ways entrepreneurs can successfully brand themselvesHere, like creating their own alter ego:1. Determine why you want an alter ego. It can be as simple as a pseudonym or as complex as a completely different persona.2. Find out the identity of your alter ego. Is he or she appearing as a super-sized, more confident version of herself? Earl has more life and is unapologetic, which is why people accept him.3 Create a clear image. Earl Dibles Jr. stands in stark contrast to Granger Smith. While he has a daily good ol country boy image, so over the top that people laugh and look at him as a parody of your stereotypical beer-drinking, tobacco-chewing, truck-driving country boy. Write the origin story of your alter ego. Make sure it's different from yours. Where did you come from? How is he or she shaped in the past as you shaped yours?5. Choose a name. Granger Smith gave his alter ego the name Earl Dibles Jr. because he believes it resonates as this person everyone knows in his community. Smith shared with me that he has relatives like Dibles, which makes it easy for him to get into character. It's a huge departure from something as common as granger Smith's name. Plus you have to recognize the name is about as over-the-top country as it gets.6. Be different. You and your alter ego must be the ultimate paradox. From name to appearance, quirky personality traits and features. When all is well done, the alter ego should be a walking, talking contradiction.7 Create a uniform. Clark Kent in tights and a cloak inside the phone booth. Earl Dibles Dibles Dibles Wears a white tank-top, overalls and work boots. What shape will your alter ego don? Make it memorable and it will become part of your brand. There is also a huge intangible advantage many people don't see. Alter ego allows you to separate your

work from your personal life. Just like an artist we are all on stage in our business, but most of life lives off stage in the company of family and friends. We are not and should not be the same person at home as we are in the office or on stage. We all have two me: our self job and our home self. How do you move on to high gear at work and then down shifts and truly present at home? Granger Smith and I would say you do it with an alter ego. For more game-changing strategies to turn your potential into performance, join my free weekly newsletter. Related: Lessons from 4 Unique Female Celebrities to Make Your Brand Stand Out  
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