



How to Create Your Most Powerful Alter Ego

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What is an Alter Ego and Why do You Need to get One (or more)?

In Latin, *alter ego* means "second I" which is believed to be distinct from a person's normal or everyday personality.

In literary analysis of fiction and other narrative forms, the term *alter ego* is used to describe a key character in a story who is perceived to be the work's author (or creator) intentional representative of, by virtue of oblique similarities. Princess Isabelle, the main character of my fictional series [The Adventures of Isabelle](#) is an example of this sort of alter ego.

While many famous alter egos such as Diana Prince's "Wonder Woman," Beyoncé Knowles "Sasha Fierce" and Tony Stark's "Iron Man" represent a heroic second self, this is not always the case. In Robert Louis Stevenson's classic *The Strange Case of Doctor Jekyll and Mr. Hyde*, Dr. Jekyll is a good-hearted, honorable man; but after taking a potion, his alter ego, the loathsome and diabolical Mr. Hyde, takes over his personality!

The type of alter ego we will be discussing in this article can be defined as, "a second-self created by an individual to live out a better, more heroic version of the self."

So, why do you need to create an alter ego? There are several benefits!

Some of the benefits of having an alter ego:

- It's empowering, helping you step out of your comfort zone or *Ordinary World**.
- It provides you with a character through whose eyes to see your life as a heroine's quest or journey. [You may want to check out my FREE course, "[Write Your Own Heroine's Quest](#)"]
- You have a persona through which you can channel your genius.
- It can give you distance or objectivity from yourself.
- You have a template to use in difficult situations, a sort of WWJD shortcut but instead, it would be WW (fill in the name of your alter ego) D.

What are Female Archetypes?

An archetype is "A very typical example of a certain person or thing, An original which has been imitated; a prototype or a recurrent symbol or motif in literature, art, or mythology" ([Oxford Dictionaries](#)).

*The mundane world in which the heroine lives before heeding the *Call to Adventure* (Vogler, 2007).



In [Carl Jung](#)'s psychoanalytic theory archetypes are highly developed universal elements: archaic patterns and images, that derive from the *collective unconscious** and are the psychic counterpart of instinct. Jung believed there were [four primary archetypes](#) contained in the collective unconscious: the Self, the Persona, the Shadow and the Anima/Animus or the Soul.

According to Jungian psychology, the Anima represents the feminine aspects of our souls or "true selves." In his theory of psychoanalysis, the Anima is a feminine image in the male psyche, and the animus is a male image in the female psyche. The anima/animus represents the "true self" rather than the image we present to others and serves as the primary source of communication with the collective unconscious.

Archetypes are not static and can be seen as infinite depending on one's interpretation. For our purposes, I will be focusing on four types or clusters of female archetypes that are not necessarily elucidated by Jung. These four types or clusters are aspects of the *Divine Feminine*; representing the supreme level of feminine expression and manifestation in the universe. She comprises the best of the feminine in all its measure. While it's fair to say that many of the archetypes below can have a shadow side, I am focusing solely on the positive aspects of these archetypes because it is from this vein that you can mine the best they have to offer to incorporate into your chosen powerful alter ego.

The four archetype clusters we will focus on are; 1. Witch/Sorceress, 2. Love Goddess, 3. Warrior Princess/Huntress and 4. Priestess/Shaman.

Characteristics of the Four Archetype Clusters:

1. Witch/Sorceress (Medicine Woman, Cook, Midwife, Healer, Doctor, Artist, Seamstress):

These archetypes are very powerful, able to cast spells, control natural forces, heal illness and create something out of nothing or very little. They may live outside the bounds of traditional society but not necessarily. They also possess strong powers of influence often being charismatic, magnetic or seductive but overt or covert sexuality is not crucial to fit this category but merely one possible expression of her immense personal power. The Witch/Sorceress can also be nurturing and sought out by others for help, healing and succor.

Creativity is a crowning feature of this archetype grouping. Their powers to envision something and to make it manifest are immense, whether this be a work of art, clothing or a salubrious meal. They see possibilities for creation where others may not and can take very little and turn these elements into something beautiful and useful.

This grouping also includes the Crone or elderly Wise Woman. The Crone is often associated with the Celtic "[Triple Goddess](#)" (Maiden, Mother, Crone) and she represents the waxing phase of the moon, wisdom, repose and endings such as the end of our life cycle. However, the Witch



archetype, like the others I will discuss is not bound to any age group. The Witch/Sorceress can be represented by maidens, mothers and spinsters alike.

Examples of the Witch/Sorceress archetype include: Oya (Yoruba), Isis (Egyptian), Maman Brigitte (Haitian), Circe, Hecate, Medea and Medusa (Greek), Brigid (Celtic), St. Brigid (Irish Catholic), Spider Woman (Navajo), Pele (Hawaiian), Cailleach-The Witch Goddess a.k.a. The Old Woman, the Winter Crone, the Veiled One, the Old Hag, and the Old Crone (Scotland, Ireland and the Isle of Man), Baba Yaga (Eastern Europe, Central Asia), Morgan La Fay (Arthurian Legend), Glinda a.k.a. The Good Witch of the South (L. Frank Baum, 1900).

2. Love Goddess (Seductress, Vixen, Wife):

There are two sides to this very powerful archetype. One is concerned with love and marriage and the other more associated with sex and lust. The side associated with marriage is represented as the Wife or a believer/protector of the institute of marriage and views sex as a means to express love and to procreate within the context of marriage. The power of this side of the goddess of love is in her ability to provide a safe nurturing place for her mate and children. She may also use her sexual powers in this context to bond her man to her in love and to ensure the security and sanctity of her home. The expectation of monogamy from her mate is an important aspect of this archetype that she takes very seriously and if not respected can bring great punishment on her erring mate!

The other side of the Love Goddess archetype is more concerned with lust: hot, romantic love affairs and seduction. Both the Seductress/Vixen and the Wife archetype are concerned with beautifying themselves and their surrounding but in different ways. The Seductress side of this archetype is mischievous, playful and often uber feminine, as expressed via her manner of adornment: makeup, scents, clothes, jewelry. She has immense sexual powers that draw people (both men and women) to her. She moves through the world exuding sensuality and those in her presence feel as if they are under her powerful spell.

The shadow side of the Love Goddess/Seductress is the *femme fatale/maneater*. The most important distinction between a true Love Goddess and femme fatale is that while the femme fatale seduces to take something from her victims, the Love Goddess gives. She uses her immense power for good and uplifts and fills those she is in relationship with joy, love and power. Often those in the thrall of the femme fatale/maneater are aware of the dangers of falling in love with her but do so anyway because the promise of pleasure is just too great to resist! One of the best examples of this archetype's shadow side comes from mythology in the form of the Mermaid or Siren: the mythological creatures who lured sailors with their beauty and enchanting music only to dash them on the rocks or climb aboard their ships and tear them to pieces. (**Note:** In [The Adventures of Isabelle Book II: Journey to Orphalese](#) the mermaid: Mami Wata is portrayed as a Love Goddess).



This shadow side of this archetype is not exploited by true Love Goddesses because they really come from a loving place but they do possess the power to bend others to their will, they just choose not to.

Examples of the Love Goddess archetype include: Inanna/Ishtar (Mesopotamian), Aphrodite (Greek), Venus (Roman), Xochiquetzal (Aztec), Erzulie Freda (Dahomian), Mami Wata (Yoruba), Freya (Norse/Germanic), Hathor (Egyptian), Lakshmi (Hindu), Kwan Yin (Chinese).

Examples of the Love Goddess archetype from popular culture include: movie stars like Marilyn Monroe, Dorothy Dandridge, Ertha Kitt, Katy Jurado, Anna May Wong and Sophia Loren.

3. Warrior Woman (Warrior Goddess, Warrior Princess, Warrior Queen and Huntress):

The Warrior Woman is an ancient archetype. Some of the permutations of this archetype include the Warrior Goddess, Huntress and my favorite: the Warrior Princess! Mythology is replete with warrior goddesses like the Roman Bellona, who fought with her brother Mars; and the Norse goddess Alfhild, who fought dressed as a man. There are legends of female warriors like the Amazons. There are also historical female warriors like the Roman gladiatrix (female gladiators), Dahomey female warriors, the Anglo-Saxon Aethelflaed, and the Chinese Fu Hao. The Celts had warrior queens trained in the arts of warfare and Queen Boudicca

The primary characteristics of this archetype are; courage, fierceness, physical emotional and spiritual strength and protectiveness. The true strength of this archetype is grounded in the Divine Feminine. While many may wish to ascribe masculinity to warrior women, this is a mistake. She is Divinely Feminine because she is connected deeply with others and her heart.

She is in touch with her feelings and loves life and others deeply and fiercely (this is why she is a protectress). She cannot stand to see weaker people or animals bullied or taken advantage of and will jump to their aid and protection with little or no thought of herself. She is courageous enough to be vulnerable. She leads with her heart and because she is sometimes led *by* her heart, she is not impervious to heartbreak. Because of her emotional and spiritual strength and bravery when her heart breaks it only becomes stronger and she continues to love in spite of the risk of heartbreak.

Like the Love Goddess and the Witch/Sorceress, the Warrior Woman only uses her immense powers for good! The shadow side of this archetype lies in her power to control and hurt others with her immense strength and personal power, but a true Warrior Woman does not exploit, manipulate or otherwise harm others.



The Warrior Queen and Princess are always natural leaders of their people, and they move with the bearing and grace of royalty. They step into and move easily through exalted places. They are particularly enamored with beauty, luxurious surroundings and finery and eschew banal places and encounters. The Warrior Princess is the maiden to the mother of the Warrior Queen. She can be virginal or possess the manners of the seductress.

The Huntress is the least relational aspect of the Warrior archetype. Having a long-term lover or partner holds very little value for the Huntress, but she may engage in passionate couplings from time to time. Think of the hunter, alone, moving silently through the tall grass or wood, stalking her prey. She is a fiercely independent and free spirit. She must remain free of distractions and entanglements to pursue her goals and does not wish to be hampered by the collaborative decision making called for in partnerships and on teams. She has the competence and ability to lead others but this is not her primary concern, and unlike the other warrior archetypes if she does lead others her preference is for short-term engagements such as finite missions (think consultant on a project versus a CEO or Executive Director).

All of the Warrior Woman archetypes; Goddess, Warrior Princess, Warrior Queen and Huntress, move through the world decisively and assertively. They do not waste their time or energy on situations or people that are trifling. She moves swiftly and does not necessarily see patience as the virtue that the Love Goddess, Sorceress or Priestess might. She loves herself so she is not afraid to take care of herself. Because of this, she may sacrifice her comforts, but she does not sacrifice her *self* (the essence of her being), or her truth. So, when she gives, it is from her abundance of love and strength.

Examples of the Warrior Woman archetype include: Warrior Goddesses;

Andraste (British), Anut (Egyptian), Athena (Greek), Bast (Egyptian), Badb (Irish), Bellona (Egyptian), Camilla (Roman), (Durga (Hindu), Enyo (Greek), Freya (Norse), Itzpapalotl: "Obsidian Butterfly" or "Clawed Butterfly" (Aztec), Kali (Hindu), Macha (Irish), Menhit (Egyptian), Minerva (Roman), Morrigan (Irish), Nike (Greek), Pele (Hawaiian), Sekhmet (Egyptian), Victoria (Egyptian).

Warrior Princesses/Queens; Queen Amina (Nigeria), Queen Yaa Asantewaa (Ashanti), Queen Nzinga of Matamba (Angola), Juana Azurduy de Padilla (South America), Rani Lakshmbai (India), Running Eagle (Native American), Teresa Magbanu (Filipina), **The Trung Sisters** (Vietnamese). **Fictional Warrior Princesses:** Zena (Robert Tapert, 1995) and [Princess Isabelle of Xamayca](#) (Cutts, 2010).

Huntresses; Artemis (Greek), Bank-Mundi (Hindu) Diana (Roman), Medeina (Baltik), Nujalik and Pinga (Inuit).



4. Priestess (Shaman, Professor, Teacher, Librarian, Wise Woman, Nun):

The Priestess archetype embodies the Mysteries: the hidden laws of nature and the universe. Her domain is intuitive awareness, the subconscious, insight and secret or “occult” knowledge of the unknown, spirit realm. Her presence embodies depth.

The Priestess/Shaman/Nun is a connector or facilitator between the material and the spiritual worlds. She mediates the powerful spiritual, psychological and emotional energies that make up who we are. Priestesses know how and seek to teach others how to detach from inner and outer storms and how to connect deep inner truths and resources with their concrete experience of life.

Priestesses reveal the unknown regions of our minds and spirits to us via knowledge, not just of the mysteries, but of the physical world itself. It’s for this reason that I include the Professor/Teacher and Librarian in this cluster. The Librarian and Teacher aspect of the Priestess are not only thoughtful and reflective but possess great intellect, depth and powers of cognition. They are seekers and the keepers of knowledge and their jobs are just as sacred as those of a designated Priestess, Shaman or Nun.

According to Sunyata Satchitananda, “A woman in the fullness of the Priestess archetype feels like this: She is the master of her spiritual and material realities showing a confidence of bearing that knows how to call forth from spiritual storehouses what is needed to transmute, transduce, and transform energies that would overtake or topple other women, not in this fullness.” She is not, “easily influenced by faddish impulses and brings power and confidence to difficult situations requiring change or shifting -with grace and insight.”

Similar to the Huntress, the Priestess archetype usually prefers to remain single and free of entanglements so that she can focus on her studies and teaching. She too is a hunter, but instead of game or physical sustenance, she pursues knowledge to wherever it takes her whether it is to the depths of her soul, the underworld or the ends of the physical universe. Think of a scientist or professor. There is often an element of the [Spinster](#) archetype within this archetype because the Priestess/Nun may choose chastity as a sacrifice or to remain spiritually focused.

Examples of the Priestess archetype include:

Beatrice of Congo a.k.a. Dona Beatriz Kimpa Vita (Kongo Empire), Dihya al-Kāhina (Berber), Nehanda Charwe Nyakasikana (Shona), The Oracle of Wadjet (Egypt), Pythia: Priestess to Apollo at Delphi (Greek), Veleda (Germanic), The Vestales or Vestal Virgins (Roman).



How to Create Your Most Powerful Alter Ego:

According to [Marelisa Fabrega](#), there are six steps you can follow to create an alter ego. You by no means need to stick to these six steps, but if you want help getting started, they may be quite useful.

These steps [modified from Fabrega] are the following:

1. Determine Why You Want an Alter Ego
2. Figure Out Your Alter Ego's Personality
3. Create a Distinct Image
4. Choose a Name
5. Adopt a Mantra or an Invocation
6. Inhabit the Personality of Your Alter Ego (as needed)

The Six Steps in Detail:

1. Determine Why You Want an Alter Ego.

What do you hope to achieve by creating an alter ego? Do you want to be more outgoing, confident, or unique? Do you want to create a persona that will propel you toward realizing your vision of success? Give your alter ego a purpose or mission.

2. Figure Out Your Alter Ego's Personality.

What kind of person does your alter ego need to be to achieve the purpose/mission for which it was created? How do they think? What's their mindset? What are their thinking models? Your alter ego's personality could even be a reflection of your ideal self—the personality that you would like to have.

3. Create a Distinct Image.

Maybe you're a "jeans and t-shirt" kind of person, but your alter ego is haute couture. Or maybe your alter ego only wears black leather or favors hoodies.

Does your alter ego have any mannerisms? How do they walk? What does their voice sound like? How does she wear her hair? What color is it? The more details you can provide for your alter ego, the easier it will be for you to inhabit their character.

4. Choose a Name.

Try to come up with a name that is significant for you and has meaning. You can base it on the name of someone you admire, or the name of your favorite superhero. In addition, you can simply add an adjective to your name (like "the Brave"), or use your own name spelled differently.



5. Adopt a Mantra or an Invocation.

A call to action can help you invoke your alter ego when they're needed. In the 1970s there was a TV show called "The Secrets of Isis." In the series, the Egyptian goddess Isis is the alter ego of Andrea Thomas, a seemingly normal schoolteacher. When facing a crisis, Andrea would transform into Isis by exposing an amulet—which she found during an archaeological dig—to the sun, and say "[Oh mighty Isis](#)." You can call on your alter ego with a similar phrase.

6. Inhabit the Personality of Your Alter Ego (as needed).

You're not just creating an alter ego to escape into a fantasy world. Instead, you're creating an alter ego to help you act in a way that will allow you to achieve your goals. Once you've created your alter ego, you need to ask yourself how she or he would act when it comes to achieving the goal for which you created her or him. Then, proceed to act in that way.

How Do You Mine Archetypes to Create Your Most Powerful Alter Ego?

The archetypes presented above represent only a fraction of those that exist. I strongly encourage you to do your own digging to uncover more. In order to mine archetypes for the precious gems or metal that you seek, simply use your intuition and/or follow the above six steps. There are **NO RULES** for this process so have fun!

If you want a bit of guidance, consider the traits that the various archetypes you are drawn to represent. Examine various archetypes and pay attention to those to whom you are naturally drawn to and to which you connect. This can indicate those aspects of yourself that are embodied within that archetype. This attraction may also signal parts of yourself that are longing to be recognized and developed.

What traits did you identify in step one? Create your alter ego's personality from these traits combined with any others you envision for your ideal self. Regarding a name, is there a figure from myth or real life that represents the crowning trait of a particular archetype? For example, the Yoruba goddess Oya, who controls the wind and lightning, represents the powers of the Witch/Sorceress archetype. Do you want an alter ego who can control the elements? You can borrow her name, combine it with yours or simply make up your own name! To create an image and invocation, you may continue to consider what is available to you among various archetypes in regards to an image, clothing, invocation or physical traits as well. Really, the sky is the limit because you are creating YOUR most powerful and perfect idealized aspect of yourself. And don't stress if you feel you haven't created the "perfect" alter ego. You can always revise, rewrite, reimagine and recreate as your instincts dictate!

*Six steps adapted from "[How to Create an Alter Ego \(and Why You Should Want To\)](#)" by **Marelisa Fabrega**



Resources

External Links:

<https://daringtolivefully.com/alter-ego>

<http://jenniferellis.ca/blog/2015/4/1/female-character-archetypes-and-strong-female-characters>

<http://www.womenlovepower.com/2016/03/an-explanation-of-the-7-basic-feminine-archetypes/>

<https://blog.udemy.com/female-archetypes/>

http://changingminds.org/explanations/identity/jung_archetypes.htm

<https://www.verywellmind.com/what-are-jungs-4-major-archetypes-2795439>

<http://www.tlu.ee/~rajaleid/montaazh/Christopher%20Vogler%20-%20Writers%20Journey.pdf>

<https://exemplore.com/wicca-witchcraft/Witch-Goddesses-in-Mythology-and-Folklore-Around-the-World>

<https://www.thoughtco.com/deities-of-love-and-marriage-2561983>

https://en.wikipedia.org/wiki/Femme_fatale

<https://www.psychologytoday.com/us/blog/whats-in-name/201508/the-history-and-psychology-warrior-women>

<https://timeline.com/meet-the-heroic-cross-dressing-women-warriors-of-the-civil-war-7403844bb344>

<https://www.goddess-guide.com/warrior-goddesses.html>

https://www.metmuseum.org/toah/hd/pwmn_2/hd_pwmn_2.htm

<http://www.blackhistoryheroes.com/2013/07/queen-amina-of-zaira-west-african.html>

<http://www.rebellsociety.com/2018/06/06/katejoyner-warrior/>

<http://www.womenlovepower.com/2016/03/an-explanation-of-the-7-basic-feminine-archetypes/>

<https://sunyatasatchitananda.com/divine-feminine/>

<https://www.suppressedhistories.net/articles/priestesses.html>

<https://en.wikipedia.org/wiki/Oracle#Nigeria>

https://en.wikipedia.org/wiki/Kimpa_Vita

<https://en.wikipedia.org/wiki/Veveda>