

# Kindle eBook Daily Deals

## 02/02/21

1. The Alter Ego Effect: The Power of Secret Identities to Transform Your Life (Psychology, \$2.99)

1. By Todd Herman.

2. 4.7/5 stars with 499 reviews.

3. *The Alter Ego Effect* is not about creating a false mask—it's about finding the hero already inside you. It's a proven way of overcoming the self-doubt, negativity, and insecurity that hold you back, and empowering you to ultimately become your best self.