

ACTIVATE YOUR WORDS

Determining your activation words can set you a part from the average bio.

Activation words are usually related to a benchmark, feeling or description. It sparks your reader's attention in a way that immediately initiates action.

For this exercise, read through your current bio and determine as many ACTIVATION words that will help your reader resonate with a mentionable action.

For an example, check out the article, How to Target Your Bio to Attract Your Next Speaking Engagement on www.representationandstyle.com