

Jeffrey Shaw is host of the popular business podcast *Creative Warriors*, a TEDx speaker, a featured storyteller on *The Moth*, and a nationally acclaimed keynote speaker at creative and business conferences.

For more than three decades, Jeffrey has been one of the most sought-after portrait photographers in the U.S., photographing the families of such notables as Tom Seaver, Pat Riley, David Bloom, Stephanie Seymour, and C-Suite executives from Twitter, Anheuser Busch, 3M, as well as Wall Street leaders too many to mention. His portraits have appeared on the Oprah Show, in *People* magazine, *O Magazine*, and others.

Having a keen eye isn't just for what one sees, but also for what one senses. Jeffrey Shaw, a.k.a. the Lingo Guy, uses this honed intuition developed as a photographer to teach entrepreneurs how to attract their ideal customers by speaking their Secret Language.

He's the author of the book, *LINGO: Discover Your Ideal Customer's Secret Language and Make Your Business Irresistible*.

Jeffrey is the father of three adult children and resides with his two dogs in Miami.