

Having a keen eye isn't just for what one sees, but also for what one senses. Having been one of the most sought after portrait photographers in the U.S. for more than three decades, Jeffrey Shaw, a.k.a. *the Lingo Guy*, uses this honed intuition to teach entrepreneurs how to attract their ideal customers by speaking their Secret Language.

Jeffrey is host of the popular business podcast Creative Warriors, a nationally acclaimed keynote speaker, a TEDx speaker, a business coach for entrepreneurs, and author of the bestselling book, *LINGO: Discover Your Ideal Customer's Secret Language and Make Your Business Irresistible*.