**Jeffrey Shaw**

**Speaker Introduction**

One of the reasons we are so excited to have Jeffrey Shaw here today is he’s going to help us figure out how to stop wasting time on customers that will never appreciate us!

For more than three decades, Jeffrey has been one of the most sought-after portrait photographers in the United States. His portraits have appeared on the Oprah Show, in People magazine, O Magazine, and hang at Harvard University and The Norman Vincent Peale Center.

He’s here today to show you how to make your customers feel seen, heard and understood like a photographer sees their subject. When that happens, you’ll attract and retain your ideal customers by learning to speak their "Lingo".

When he’s not hosting Waffle Sundays at his home in Miami where friends old and new show up for homemade waffles and mimosas, Jeffrey is a Small Business Consultant, a TEDx speaker, host of The Self Employed Life Podcast with over one million downloads, and bestselling author of *LINGO: Discover Your Ideal Customer’s Secret Language and Make Your Business Irresistible.*

Please welcome, Jeffrey Shaw.