

BUSINESSES THAT "GET" THEIR CUSTOMERS GET BETTER CUSTOMERS

JEFFREY SHAW



TALKS

FOR AUDIENCES OF COMPANY LEADERS
AND ENTREPRENEURS:

Speak Your Ideal Customer's LINGO:

Transform your marketing,
increase sales, and create
raving fans

The future of branding, marketing and sales is deeply understanding your ideal customer's values, priorities, and emotional triggers. Buyer personas, avatars, and demographics will not be enough to stand out and gain the attention of customers. In other words, you must speak their Lingo.

FOR AUDIENCES OF MARKETERS, DESIGNERS,
CONSULTANTS AND BUSINESS COACHES:

Speak Their LINGO:

Helping businesses and
brands connect with their
ideal customers

As part of the ecosystem of helping businesses grow, marketers, designers, consultants and business coaches are the communicators between a business and their customers. LINGO strategy will teach attendees a unique skill set to help the businesses they serve attract their ideal customers.

IDEAL OPENING AND CLOSING KEYNOTE:

Life is an Everything Bagel:

How to stop choosing
between things and choose
to have everything

The fear of success and the responsibility of "having it all" is often greater than the fear of failure. This is often what blocks people from their own success, making them feel like they are working really hard but hardly getting ahead. Audiences are inspired when they realize that it's when they stop choosing between things that they can have everything.

RESULT

Attract ideal customers

MY DIFFERENTIATOR

Through the lens of one of the most sought-after portrait photographers in the U.S., Jeffrey helps businesses make their customers feel completely seen, heard, and understood.

BENEFITS

Large social media influence to
market event

Engaged with audience before,
during and after event

Always one of the top-rated speakers

Actionable and inspirational content

