



Joe Calloway Bio

Joe Calloway, CSP & CSPAE is a hall of fame speaker, business author and performance consultant who has been helping franchise owners, entrepreneurs and business leaders create and sustain success for over 30 years. His clients range from Saks Fifth Avenue to Pizza Hut and his best-selling book, *Becoming a Category of One*, is a game-changer for businesses that want to differentiate, win customers and keep them for life.

His new book, *Magnetic: The Art of Attracting Business*, teaches the powerful strategy of creating positive word-of-mouth—the single most powerful driver of new business.

Although Joe has been inducted into the Speakers Hall of Fame, he doesn't do traditional "speeches." Instead, Joe actively engages people in highly interactive keynotes and workshops that challenge assumptions and create new ways of thinking.