

Aidan Crawford is the owner of Short Circuit Media.

Aidan has worked with speakers, trainers and consultants for almost 15 years as a marketing advisor, consultant and doer.

Prior to starting his consultancy Aidan worked in key marketing functions in financial services - including some of the top insurance and banking brands in Canada.

Aidan also worked in the agency world creating copy and content for companies such as Citi bank, Michelin, and AirMiles

He loves getting his hands dirty and is always trying new tools - often before anyone else has.

His goal is to show you how to step outside your business and look at it from the same perspective as prospective clients.

Aidan is the author of DIY Marketing for Consultants, Trainers and Professional Speakers: The Non-Guru Guide to Getting it Right. He is also an active online course creator with 3 programs currently available.