

NEWS RELEASE

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Tips to Clarify Your Message and Engage Your Audience Offered as Free Business e-Course

San Diego, CA: February 2, 2009 - "How to Clarify Your Message and Engage Your Audience" is now available as a free e-Course at the Working Smarter blog (<http://blog.smartdraw.com>), part of the Working Smarter Network (WSN), an exclusive consortium of websites and blogs that provide varied, useful and relevant information to help businesspeople be more effective. This e-Course is perfect for all businesspeople making presentations to decision makers.

"How to Clarify Your Message and Engage Your Audience" is divided into five parts and is delivered by email to those who register directly at <http://www.smartdraw.com/ecourse-windsor-clarify/signup.htm>. The e-Course provides useful tips on:

- Making the you-me connection with the audience
- Avoiding information overload to keep the audience wanting more
- Giving the audience a roadmap to help them engage in the presentation
- Getting out the way of your own message by simplifying your information
- Radically changing your presentation format to spice up your message and ensure that it's memorable!

"How to Clarify Your Message and Engage Your Audience" is authored by John Windsor and follows his previous WSN e-Course, "Foundations of Persuasive Presentations." He is an award-winning marketer, columnist for *Sales & Marketing Management*, and creator of the You-Me Framework™ and The YouBlog. Windsor has held executive-level positions in marketing, sales and business development throughout his career. He holds an MBA from UCLA's Anderson School of Management.

About the Working Smarter Network

The Working Smarter Network (WSN) is an exclusive consortium of websites and blogs that provide varied, relevant and useful information to help businesspeople be more effective. The content provided by WSN members is geared towards managers, business owners, consultants, and other

professionals who want to improve their productivity by learning and applying the best techniques available. The WSN currently consists of 24 members whose specialties include presentation skills, sales management, training, leadership, marketing, and communicating visually. The WSN was founded in December 2008 by SmartDraw.com. Please visit the Working Smarter Network at <http://blog.smartdraw.com>.