

NEWS RELEASE

For Release on June 3, 2008

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SmartDraw.com Helps Managers Work Smarter (and Go Home Earlier!)

SmartDraw.com, makers of SmartDraw, the first program to automate the creation of [business graphics](#), today announced a new publication, *Four Steps to Understanding Your Market*. The new document is part of the company's [Working Smarter series](#): a collection of articles and screen casts designed to help people manage more effectively and be more personally productive.

"A lot of business people confuse advertising with marketing," said Paul Stannard, CEO SmartDraw.com. "Before you can advertise effectively, you must understand who you should be talking to, what you should say, and why. This new publication is designed to help businesses answer these questions and generate more revenue."

Four Steps to Understanding Your Target Market, [available free online](#), addresses several key questions crucial to designing and implementing an effective marketing program: What problem does your product solve, how does it compare with the competition, who will buy it and when, how will you reach them? The publication offers helpful tips, advice, and real-world examples to help professionals in sales and marketing work more effectively, ultimately increasing sales and profits. More tips, advice and info is offered on the [SmartDraw.com Blog](#).

The entire article, complete with helpful graphics, can be viewed at <http://www.smartdraw.com/learn/worksmarter/index.htm>

About the *Working Smarter Series*

The *Working Smarter series* is an informative, engaging collection of publications describing proven tactics for improving business operations, provided free by SmartDraw.com. Featuring helpful articles, screen casts and real-world examples, each publication includes easy-to-implement strategies that deliver a big payoff in little time. The entire series can be accessed from the [SmartDraw.com website](#) in the "Learn" section.

About SmartDraw.com

SmartDraw.com is the creator of SmartDraw, the world's most popular business graphics software and the first program that makes it possible for ordinary computer users to create presentation-quality business graphics in minutes. Each year more than two million people install and use

SmartDraw and the company counts more than half of the members of the Fortune 500 as loyal customers.

Founded in 1994, SmartDraw.com is privately-held and based in San Diego, CA. In addition to SmartDraw 2008 for general business and home use, the company also offers SmartDraw Healthcare and SmartDraw Legal editions which include graphics and applications unique to their respective fields. For more information on the company or to download a free trial of SmartDraw, please visit www.smartdraw.com.