

For Immediate Release

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It's Time for **BYOB²** for businesses, right?

New "Build Your Own Blog for Business™" services help companies reach audiences, stay timely and in touch

WYLIE, TEXAS—April 21, 2008—Companies, large and small, can start or expand their online outreach to customers and key audiences with a business blog. RGM Communications announced today the **Build Your Own Blog for Business™**, or **BYOB²** --a simple, quick and inexpensive blogging service, available immediately.

"Businesses recognize that socializing online with key customers, prospects and other important people is a growing trend to stay in touch, share insights and get personal with those who matter and care," said Roy G. Miller, president of RGM Communications. "[BYOB²](#) is the answer for many companies that increasingly see and hear about blogging but don't know if it's right for them, how to get started, how it works and what it requires. We make it easy, clear and affordable."

BYOB² serves as a starter kit for business blogging. The service is designed to help companies understand and implement a blog within a few days. It includes:

- A "Build Your Own Blog For Business" starter session
 1. Education
 2. Expectation
 3. Evaluation
- Set-up and system specs
- Presentation of RGM's "4 P's of Blogging," which includes purpose, priority, process and personality
- Communications management and creative services
 1. Graphic design, "look and feel"
 2. Positioning, messaging
 3. Writing, editing
- Subscription-based blog content development that is recurring—daily, weekly or monthly

“BYOB² adjusts to the needs of every business. The program starts with planning and a purpose, and a program that achieves business and communications goals,” said Miller. “We customize our efforts to your needs.” BYOB² costs vary, depending on complexity, technology needs and more but typically requires an initial \$1,500 start-up fee, with a monthly service subscription that ranges from \$500 per month to \$2,500 per month, depending on service levels.

[RGM Communications](#), based in Wylie, Texas, provides business-to-business marketing communications services. Services include media relations, analyst relations, employee communications, crisis communications and design/development and writing of brochures, blogs, Web sites, online newsletters, podcasts, videos and more. RGM provides communications services for clients, such as [Alternative Funding Resources](#), [Duck Business Acquisitions](#), [Mullin House](#), [Nelson Westerberg](#) and [Tetra Point Fuels](#), among others. The company was founded by [Roy G. Miller](#), a 21-year communications veteran. He has worked for companies such as INFOMART, Micronyx and VHA Inc., and at two area PR agencies focused on business and technology accounts such as Aztec Systems, Fujitsu, iTKO, Women’s Business Council-Southwest and Xterprise, among others. Miller also has served as president of the [International Association of Business Communicators/Dallas](#) and currently serves as the chapter’s membership director. For more information, contact RGM Communications at info@rgmcomms.com, call Roy G. Miller at 903-422-5117, or visit the Web site, <http://www.rgmcomms.com>.