

For Immediate Release

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No Fooling! It's National Write a White Paper Month, April 2009

**“Don't be a fool and waste away with a wimpy white paper.”
New Special Report details value of top-quality white papers**

WYLIE, TEXAS—April 1, 2009—Despite the typical tomfoolery and frightening falsities of April Fool's Day, companies can break away from these tiresome tricks by celebrating a less popular but oh-so-wonderful business holiday, “Write A White Paper Month.” Visit <http://www.rgmcomms.com/whitepapers.html> to learn more.

“White papers are an often-forgotten way for companies to share their stories—about their people, products, services, marketplace, mission and more,” said Roy G. Miller, president of RGM Communications, a marketing communications and public relations firm in Wylie, Texas. “A well-structured, well-written white paper can help you define and differentiate, and build a base of loyal customers.”



Miller recommends visiting <http://www.rgmcomms.com/whitepapers.html> to:

- Download and **read the new six-page Special Report**, “Win with a ... white paper?”
- See examples of what companies are calling “white papers.” Are they, or aren't they?
- Share your samples and examples of white papers—the good, the bad and the ugly.

The special report includes insights, such as

- What is a top-quality white paper?
- What is NOT a white paper?
- When to consider writing a white paper
- 10 Questions to determine "Am I ready to write a white paper?"
- The cost of producing a white paper
- Examples and favorites

Historically, government and technology companies are the most abundant producers of white papers, as are industry analysts such as Gartner Group and Forrester Research. White papers range from five pages to hundreds of pages, depending on the topic, research data and number of companies and individuals quoted in the document.

"The best white papers are those that educate and have details and insights that matter," said Miller. "No hyperbole, no marketing hype, and forget sweeping generalities. Make the content compelling, informative and educational. And make it FREE to the marketplace."

Based in Wylie, Texas, RGM Communications is a marketing communications and public relations firm for small- and mid-sized businesses. Its specialty is Business Communications for the Real World™, which includes business-to-business public relations, marketing communications and copywriting. The company serves technology companies, legal and insurance companies, IT services firms, manufacturers, non-profit organizations and more. The company is led by Roy G. Miller, who has more than 23 years experience as a professional business communicator in Dallas. He is also a past president and board member of IABC Dallas, the International Association of Business Communicators, Dallas chapter.

For more information, contact RGM Communications at info@rgmcomms.com, call Roy G. Miller at 903-422-5117, or visit the Web site, www.rgmcomms.com.