

# If everything is important, nothing stands out

Have you ever been in a situation where a client (internal or external) keeps wanting to add “news” to a press release or material to a brochure or more stuff to the website? “It’s important” they’ll say. “We NEED to include this. It MUST be in there.”

You then end up with a press release that is three pages or longer; a blog post that could double as a PhD dissertation; and a website that will give readers a headache. I will bet good money that everybody out there has come across this type of thing.

**IMPORTANT**

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But, the thing is it doesn’t have to be that way. Most things are really not that important. The client only thinks they are, usually because someone else (a donor, a higher up, a PIA person) has some stake in that particular bit of information (or “content” as we are now referring to it).

**Here’s the bottom line: if you include all the so-called important stuff, nothing, and I mean nothing, will stand out. And then all your efforts will be wasted.**

Instead of including everything and anything, as a communications person you will need to step in and do the following:

1. **Prioritize.** Among those important things are the ones that are extremely important, right?

2. **Assign different information to different areas.** Perhaps one important bit is appropriate to a press release and the other should go on the blog.
3. **Edit.** And then edit again. Be ruthless. Remove excess information if you want your message to be heard.

Thoughts? How do you handle lots of “important” information?