

## Guideline 2: Include only relevant information

Your customers are looking for specific information. If you try to cover too many topics, you will frustrate them and dilute your message. Stick to the basics and don't describe every policy change or service you provide.

### How do I do this?

- **Identify your main point.** Decide what your document's most important topic is before you start writing.
- **Include only key information.** Explain specifically what you want the customer to do, how to do it, and, if you have one, what the deadline is.
- **Use attachments or links.** Direct your customer to online information, or include an attachment. This way, you can keep your message short, but still include descriptions of other services, laws, and policies they may want more information about, or that you are required to give them.

### Why do this?

- Customers will pay more attention if you only include the messages you **really** need them to understand.
- Your customers are more likely to comply with rules or instructions if they are short and to-the-point.

Do	Don't
You must apply for at least three jobs each week that you collect benefits.	We have recently changed our policy regarding the requirements for people who collect unemployment benefits. Recipients are now required to make at least three job search contacts each week that they collect benefits.
If you do not pay your unemployment taxes, you will have to pay a penalty and you could go to jail. Read the law <a href="#">here</a> .	According to RCW 50.36.020, any person who willfully fails to collect or truthfully account for and pay over such contributions, and any person who willfully attempts in any manner to evade or defeat any contributions imposed by this title or the payment thereof, is guilty of a gross misdemeanor and shall, in addition to other penalties provided by law, upon conviction thereof, be fined not more than five thousand dollars, or imprisoned for not more than one year,

or both, together with the costs of prosecution.