



## **How to Control Your Email Inbox Without Losing Your Mind**

**By Deanna Maio**

<http://DelegatedToDone.com>

**NOTICE: You Do NOT Have the Right to  
Reprint or Resell this Report!  
You Also MAY NOT Give Away, Sell or Share  
the Content Herein.**

If you obtained this report from anywhere other than <http://DelegatedToDone.com>  
you have a pirated copy.

Please help stop Internet crime by reporting this to: [helpdesk@delegatedtodone.com](mailto:helpdesk@delegatedtodone.com)

© 2013 Copyright Deanna Maio

**ALL RIGHTS RESERVED.**

No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

**DISCLAIMER AND/OR LEGAL NOTICES:**

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

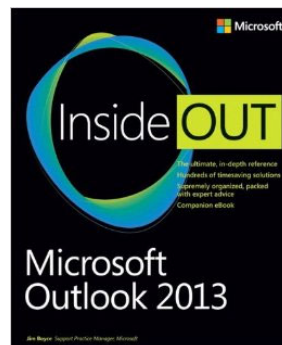
## Introduction

This training is on how to take control of your inbox without sacrificing your time your clients, or your sanity. There's a lot of great information to share with you but not so much so that you get overwhelmed. I'm going to provide you with practical tips and strategies on how you can keep your email under your control (and not it controlling you!).

### Why Me?

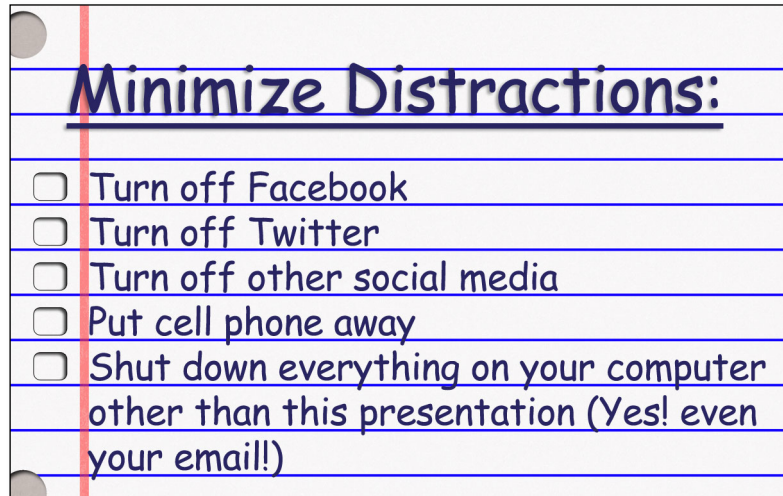
So why am I the best person to share this information with you?

- The reason I feel I'm qualified to share this with you is because I have been managing small businesses for eight years, and I've been in Business Management and Marketing for 23 years. That may seem a little hard to believe, but my first real paid job besides babysitting was managing a business on my own and believe it or not I was only 13 years old. I've been on email since 1995. Those who remember what the world was like before email realize that 1995 was the beginning of the internet and mainstream emailing. Remember when you just had a black screen and white text? Yes, I was on email even then. 😊
- Another thing that makes me qualified to share this message is that I can control my inbox. I always have less than 50 messages in my inbox at any given moment, and I always end each week with less than 10 messages in my inbox.
- Besides that, I co-wrote a book on productivity and email management when I was about 23 years old with Jim Boyce. And that text has been utilized over and over again. It's now in its fifth printing I believe, for Microsoft Office Outlook 2013.



**How to fully take advantage of this information:**

1. First thing I would really recommend is that you participate fully. Do the exercises, take notes. Don't allow distractions to get in your way.



2. Shut down everything else on your computer besides the slides for this presentation and try not to multitask, yes even your emails. Just leave it for now. Trust me it will be there when it's over, and you'll be better for it.
3. I want you to participate with vulnerability. And that means participating with the intent that your mind just might be changed. So many of us have deep seated beliefs about email and about our ability to manage it that I want you to consider that those beliefs could be not serving you and that you might be willing to change them.
4. And then last I want you to commit to taking action. Some of the information I'm going to share is very easily implemented but it does require you taking a step forward. And if you do, I'm telling you life is going to be so much more exciting and fun and joyful when you are not underneath a bunch of emails.

We are going to cover, and I'm going to help you to:

- really see how much email costs you.
- stop checking your email obsessively without disappointing your clients, your friends or yourself.
- control your inbox to stop missing important emails.
- stop being stressed over your unread email count.

- know when email is not your best tool and what to use instead.
- I'm going to share some of my favorite strategies to really help you stop your email overwhelm.

The thing about email is it really is a problem. And I truly believe it's a problem not just in business but the world in general.

I mean how many times have you felt buried in your inbox, screaming at least inside your own head? It's out of control. And the diagnosis is we are, many of us, in a serious email overwhelm. Your inbox is toxic. It is the root cause of a lot of stress, overwhelm, disorganization, and an assortment of other related ills.

The prognosis that I have is that inbox toxicity is extremely common, it's pretty much affecting everyone and it's really curable, so that's some good news. You can easily turn your inbox into a fabulous tool that can make your business and you more efficient, more productive, more organized, and ultimately more profitable.

And that's really what we are in business for, right? We are in it to make a profit. If we are not in it to make a profit then it's a hobby. So then if we know that the problem is email overwhelm, and we know the prognosis is that inbox toxicity is common but curable then the prescription is this:

## **Detox Your Inbox!**

And you do that with systems that take back control of your email and rid you of the disease or dis-ease that's plaguing your business. It's not that I've always had it all together when it comes to business. When I started, I didn't have all these strategies in place.

I went out into the world, and I learned. I researched; I explored. And what I'm sharing with you today is a result of years of study so that you don't have to go out and put that study into place for yourself and spend years and years and years to put things into place.

The first thing we are going to start out with is: how much is email really costing you? I want you to think about how the number of emails you receive will continue to grow every year. We have no indication that email use is going to slow down.

## **How Much is Email Really Costing You?**

Here's a little exercise I'd like you to do. Grab a piece of paper and a pencil. You could

also just pull up a little blank text document on your computer as we want to do a little calculation here. Think about how much time each day, on average, you waste on email.

There are a couple of different ways that are common and I want you to consider time you spend sending and reading email that is really irrelevant or a waste of your time so the content isn't worthwhile. Time you spend multitasking back and forth because each email shoves you into a different train of thoughts.

And time just re-centering after looking at your inbox and dealing with the email. So how much time, on average, each day do you think you waste on email? Alright, so the thing to consider here is this, if you spend at least 30 minutes a day reading or responding to unnecessary email you are wasting a full three weeks a year. Three weeks in your year are gone as a result of unnecessary emails.

So the key here is if you can believe that at least 30 minutes a day are spent on unnecessary email multitasking back and forth, trying to get re-centered and refocused after having dealt with email, I want you to really connect with what it would mean if you could get those three weeks back.

Take a moment to brainstorm and vision with me for just a moment. If you had an extra three whole weeks a year what would you do with it? Would you take a vacation with your family? Would you use some of that time to volunteer for a cause you believe in?

Would you spend that time on revenue-generating activities so that you could help more people and make more money? Hello? It's really not important to me what you want to spend your time on but I want you to get really clear about what it is you do with that three weeks and how it would feel if you could spend those three weeks doing that thing.

Maybe it's a combination of things, it doesn't have to be one thing but when you have this in your mind's eye it's going to be a lot easier for you to make the changes, the modifications, and alterations to how you deal with email now.

## Tips and Strategies to Help You Get Your Email Inbox Under Control

### **#1: You are the boss.**

What that means is you've got to stop becoming a slave to your email, allowing it to grab your attention whenever a new message comes in. You've got to reclaim control of your inbox and choose to use email as a tool rather than allowing it to be a distraction.

Because there's always going to be more so just get used to it. You are going to die with emails in your inbox and it's okay. So the first tip, if you haven't already, I want you to turn off the notification. Minimize the temptation of having to jump when a new email arrives by disabling any audible or visual cues that come into your computer when a new email arrives.

This also applies to your cell phone. So many of us have smartphones these days, it's like a little computer in our pocket. If you get a notification of some kind when you get an email on your cell phone I want you to turn that sucker off. It doesn't serve you. Email is not urgent. The telephone is urgent, someone knocking on your door is urgent, a fire fighter telling you get out of the building because it's burning down is urgent. Email is not urgent.

## **#2: Set a Schedule and a Time Limit.**

Set a schedule and a time limit to process your email. You want to set parameters with the intention that you are going to process your email.

For example, make a commitment to yourself that you will only process email messages after your first hour of the day. So let's say you start at 9:00AM you set an appointment for yourself to do email at 10:00AM, after lunch and at the end of your work day.

Now the schedule that you use doesn't much matter as long as you keep it and you are consistent with it. I do recommend you don't set any more than four appointments for yourself a day to check email and no more than 30 minutes at a time.

A recent study by The McKenzie Global Institute reported that people spend 28% of their time writing, reading and answering emails, 28%. And most of it is unproductive because email is reactive by nature. When we clear our inbox we get a free feeling of accomplishment.

But unless you are doing some sort of customer support for your work your job description probably doesn't include respond to every email. Answering email is just one part of our world. That's why you have to determine how much time you are going to give it on a given day and not exceed it.

It doesn't matter when and for how long, as long as you set a schedule and you train yourself not to just jump when you get a new message. It's not urgent just because someone sends it; it doesn't mean you have to respond right away.

Email can be a time thief so you want to set a schedule to process your email. And if it feels like four times a day of 30 minutes each is still not enough just start there. Trust me as you go through this process you are going to be getting fewer and fewer emails and the

emails you are going to get are going to be easier to respond to.

And eventually that time will be too much and then you will chunk it down. Now here's the thing when you do this, when you start to change and you create a schedule you have customers or friends who have come to expect your immediate response to emails.

You may have to, gently, let them know your new email rules. Trust me, after a few days they'll begin to realize that even though you don't respond instantly you will respond. There are a couple of things you can do to really help set expectations and still give people quality service.

First of all let them know when you are checking email and how to be in touch if something is urgent. So you can try an autoresponder or sometimes in your email client that might be an Out of Office message to let people know you got their message and you are going to respond.

Communicate right at the beginning of the relationship and throughout that you have an email schedule. You might want to mention how people can get a hold of you in your email signature if you are not responding to emails as promptly as they would like by giving them an alternative.

They can text you, they can call you, or maybe you like instant messaging or chat. One of my past teachers Mari Smith, who is a social media and relationship marketing expert, has an Out of Office autoresponder message on her email because she checks Facebook.

She's a relationship and marketing and Facebook expert. So she says if you want to get hold of me right away, tweet me or send me a Facebook message that works for her. You have to find out what's going to work for you and just let people know you will get back to them and if it's an emergency there's an alternative way of getting back to you.

Because we don't want anyone not being able to reach us if they need us but need is a very tricky thing. And just because one person has an emergency doesn't mean it has to be your emergency.

### **#3: Touch it Once.**

So there's a concept called Inbox Zero that has really emerged as a respected process for managing email. And the idea is to never open the same email twice. Now you may have heard of The Touch It Once rule from time management experts before or personal or professional organizers that deal with paper.

And let me tell you this has worked for me ever since I stopped using an email inbox as a



task list. So here's the way touch it once works. When you go to process your email you've got your scheduled time on your calendar, you are checking email.

You are going to reduce all your other distractions. I recommend setting a timer and making it a little game. And one of my favorite timers is an online timer called [online-stopwatch.com](http://online-stopwatch.com) that you can use to set the time.

Or maybe you have a timer on your iPhone, your Android phone, pretty much all of that, some sort of way of tracking time. As you look at each email you are going to give yourself one of four options.

Another nice option for tracking is an application called [RescueTime](#). This application tracks all the time you spend at various websites, as well as what software you have been using on your computer throughout your work day. And they have a free version.

### **Option one is delete it.**

Is this email important, do I really need it for later?

Usually the answer, 50% of the time, is no so get rid of it. If you are like me and you don't like to delete stuff because you might need it later, I grew up sort of with a depression error mentality that something could be used for later, just archive it, and get it out of your inbox.

### **Option two is do it.**

If the email has an associated action or task and you can do it in less than two minutes do it right then and there. So if it's quick reply; do it if you can do it in less than two minutes.

### **Option three is do it later**

That means put it in your task list. Now if you are not working with a task list each day that's alright. We are going to talk about my favorite task and project management tool in a little bit. I'm going to show you how it's going to make a big impact for you. You can task that email and then archive it to have it later. You can either:

1. Write your task into a physical task list and move your email into a label called "Task List Emails".
2. Send the email to a digital task list such as [TeamworkPM](#). Systems like TeamworkPM allow you to set up task lists where the lists have their own associated email address.

Don't just mark it unread and leave it to languish in an ever growing pile of email messages.

#### **Option four is delegate it**

When you delegate a message it doesn't have to be just having them handle the whole thing. It could be please type up a reply and forward it back to me and then you can add your own little twist and send it on.

It could be there's something that they need to research, it could be that they need to set up, find out some time that you can meet with this person. So if you have someone you can reach out to whether it's an intern, a virtual assistant or some sort of contractor or employee you can choose to delegate it.

Those are the four steps and that's all you have to do, touch it once.

Now the thing here is this is probably not what you are used to. You are probably used to looking at the message, reading it through and then going onto the next one and then going on to the next one and then going on to the next one and then coming back to the top of the list later.

I really want to encourage you not to work with email that way. It's just not going to serve you. Why would you look at something more than once if you didn't have to? Alright, that's tip number two, touch it once. And using that four step process I'm telling you it's going to make things so much faster.

I know some of you are thinking yeah if I still do it later and put it on my task list and they never get around to it. That's a whole another issue that you need to be spending time on your task list every day. That time also should be scheduled and that's a whole other talk show. But for now, trust me, if you have a list you put it on there.

You can archive the email, always find it later and you'll get to it. Or frankly, about 30% of the emails you are responding to or reading right now we know are a waste of your time anyway. You are going to have to learn to let go a little bit. Say it with me, let go.

## **Stop Using Email for The Wrong Stuff.**

Stop using email when it's not the right tool to use. You wouldn't use a spoon to dig a gigantic ditch. Maybe what you really need for certain things is not to use email at all. See

people use email for a lot of things it really wasn't intended to do.

Maybe you are a service provider and your clients send you tasks to do via email. Maybe you are using your email like a task list. Perhaps you do the back and forth email/voicemail thing to set appointments with people.

This is one of my actual pet peeves. It's like hey when can you meet, I can meet at this time on this day. Oh that won't work for me how about Friday at 11, no I can't do Friday at 11 how about Friday at 3? Okay that will work. And then two days later you get the email back, sorry I double booked myself, that won't work. It's a huge waste of your time, huge.

And then the fourth way people use email wrong that I want to talk to you about today is receiving support and questions via email. If you are having any of these situations you should know that all things are better handled outside email and there are better solutions.

## **Solutions**

So the first solution I want to share with you today is if you are using email as a task list or if your clients are sending you tasks like your service provider via email I want to highly recommend, with all my being, my favorite task and project management tool, [Teamwork PM](#). Emails get lost, instructions get misplaced, and files go missing.

A far better idea is implement a project management or task management system like [Teamwork PM](#) to handle all the back and forth of any task or project that is in development. Not only will it help keep your email under control, it will help keep everything more organized and efficient as well.

Now [Teamwork PM](#) is the tool that I use. I've recommended it to hundreds of people at this point. What's really great about [Teamwork PM](#) is it's free to get started, you don't have to enter a credit card number and you can use it forever to manage two or fewer projects. The link on the screen there is an affiliate link but I'm not recommending it to you because I want any of the commission.

I'm recommending it to you because it works. And once I started implementing a system like this and stopped delegating and managing email to manage tasks not only was I more productive but my team came to me and said oh my gosh [Teamwork PM](#) is awesome, I can't believe we ever lived without it.

So I encourage you to check it out. If you never upgrade to the paid version that can be just fine. As a matter of fact about 75% of the people that I've recommended [Teamwork PM](#) to have found that the free version is plenty for them.

So if you are tired of trying to manage things on your own in your inbox, paper task lists everywhere I really want to encourage you to try [Teamwork PM](#). You can actually set it up so clients can get a special email address where they can email work to you, you can use it just for yourself.

Or if you grow into having a team whether they are on site or virtual interns or contractors it's a great way to have visibility to what they are working on and be able to assign work and keep track of them.

Alright the second thing is calendaring and scheduling. Use a system like [Time Trade](#) or [Time Bridge](#) that will allow other people to see times you've made available. Many of these tools can sync with your Google or your Outlook Calendar or you can even use it without a digital calendar.

And you don't have to answer emails or take phone calls for people to schedule with you. [Youcanbook.me](#) is a new addition to my list of recommended tools or you can start with it for free, they do have a paid version.

The thing about online scheduling is I really do recommend you don't make it the only option. So let people know they can schedule online and give them the link and they can email or give a phone call.

This works particularly well for people who maybe aren't tech savvy in your client base. And you can use this to meet with clients, to meet with joint venture partners or colleagues or affiliates. You can use it to meet with just friends, networking partners, people who want to meet with you for coffee.

If you are using networking as a strategy it's a great idea to try to batch those meetings together so you are only going out of your home office at a particular time. Or just to keep yourself organized without making your entire calendar available for people.

The thing I really like about this is when you do expand to having some help you don't have to give access to your entire calendar to whoever is helping you. You can just give them the link to your Time Trade account and they can schedule appointments for you, within the windows you've set up without having your whole calendar.

It's a pretty cool little trick if you don't want to have someone consistently seeing access to all your stuff. I remember a great story Ali Brown told once about having multiple calendars. She was on the call with her entire team and everyone could see her calendar.

And her assistant sort of (out loud right in front of her joint venture partners) said, well you could meet at 3:00PM on Friday but it looks like Ali has got a waxing appt. coming so it's

not going to work. And she was mortified. And I would have been too!

So if you don't want someone to see your entire calendar using a tool like this, it not only gives you the flexibility of allowing clients to schedule with you and keeping that emails about that back and forth nonsense out of your inbox. But it also allows your team to help you. And team doesn't have to be intern or a paid assistant.

A team member could be a colleague who just helps you out for a day to schedule a bunch of complimentary consultations.

Okay, next thing as it relates to using email for the wrong stuff is for support requests.

Now this may not apply to all of you at this point in your business because of the kind of business you are in or because you just don't have enough clients reaching out. Maybe you don't have a lot of downloads, you are not experiencing tech issues with your clients.

But support tickets through email suffer the problems as every other kind of email and there's really easy fix. And that's setting up a support desk. There are free options that are open for us and there are really great if you are a little techie and you can set things up on the backend.

But if not [Zendesk](#) is a really stellar option and it's only \$20 for the first year. The thing I like about a tool like this is once you answer a question for someone it goes to your knowledge base or FAQ for other people to see and they don't have to send you an email or they don't have to start a support ticket.

If putting a system like this in place is a little too direct in your business for you right now that's fine. I just encourage you to set up a separate email address for support questions maybe it's helpdesk at your domain or support at your domain. I really encourage people to do that.

Two reasons why that is going to support you, one, you can set up a specific time to check that email inbox and not be bombarded by those messages. And two, when it comes time for you to start delegating support stuff to someone else it's already set up in a separate email address for them to check. How cool is that?

So bottom line with tip number three, using email for the wrong stuff, email is a way to communicate. And if you are using it for any other way other than that you are just adding to the amount of overwhelm that you are going to experience. And I want you to start reducing your overwhelm. Alright so that was tip number three.

## Additional Strategies for Inbox Control

These might not apply to all of you but if they do they can be massively powerful so pay attention. This first one might be a little controversial. I don't generally like to push the envelope too much but this one might ruffle a little feathers. Here we go.

### ***Don't check email first thing in the morning.***

Ah, horror, gasp, shock, boo! Listen, if you start your day with email you are starting your day in overwhelm. You need to use the four-step process because you are going to have a ton of messages and email is not revenue generating.

So do something revenue generating first thing instead. I call this my "1 Hour Revenue Rule". Get on the phone and make a phone call to a prospective client. Write some marketing copy. Record a video for your community.

Send some follow up emails. Reach out to people that you want to schedule consultations with. Don't check emails first thing in the morning. It will not serve you.

I promise you the minute you stop checking emails first thing your life will shift. You will start to feel a new level of peace and calm about your business. And you will be more clear headed when you start the rest of your work day.

### ***Write Your Messages Short***

When you are communicating with people via email I really encourage you to keep it short and sweet. And I'm not talking about email marketing messaging perhaps but messages between you, your clients, your customers, your friends, your colleagues.

A couple of things I learned that really work is if you keep your messages short people will start to model that and their messages will be short. The shorter the message, the faster you read it, the faster you can reply. So you can use subject line messages where you don't have anything in the body of the email, your whole message is just in the subject line.

And a little tip I learned back in the day when I was in my corporate job, if you are going to use a subject line email you just keep it really short and then you put EOM at the end and this means End of Message.

And this actually started long before text messaging so this isn't like computer text speak; it's a legitimate business acronym and abbreviation. The other thing you can do, if you

need people to give you a response quickly or you don't need them to give you a response at all is to start your subject line with Action Required or No Reply Required.

If you start to do this other people may start to do it with you and it's a way to help you quickly scan to figure out what the action is that you need to do with a particular message. And then other tip for keeping email short and sweet is you should really integrate bullet points and numbers list.

If you are sending emails between colleagues, clients, customers you may not need fancy HTML, you may not need woogles or pictures especially at the top of the message where people have to automatically scroll down to get to the body of the message.

If you want to include a graphic or a logo don't have it be the very first thing that people see and keep it short and sweet and you are likely to get short and sweet back. Maybe not right away but eventually people will start to get the hint and if they see what you are doing and they like it they start to integrate it.

At the very least they start to understand your style and that by being brief you are not being curt or rude. You can even put a little message in your email, I have one now when I send messages from my iPhone or iPad that says, please forgive my brevity, this message is courtesy of my iPhone or iPad.

And that way people know I'm not just being short because I'm rude. I'm being short because I'm trying to type with my thumb which is frankly not one of my best skills. Alright next advance strategy, and I know this could ruffle some feathers but I'm prepared, avoid multiple storage folders.

### ***Avoid using multiple storage folders.***

Many of you have folders that are for your email. Maybe you are using a tool like Outlook or Thunderbird or Apple Mail and you've got folders, folders to store things in. It used to be that email clients had pretty crummy storage functionalities so by storing things away into a certain folder we guarantee we'd be able to find it faster.

However the world has changed and even Microsoft Outlook, which I believe is further behind the times than a lot of the other email tools out there, they've vastly improved their searching capabilities. Processing your email is going to be so much faster when you don't have to reevaluate where the message is going to go, what folder you are going to file it away into.

And if you need to find stuff later it's going to be a lot easier for you to find it because it's not hiding in a folder, you know a folder of a folder of a folder. So that's why I recommend

that you have one folder that you archive things into when it's done.

If you have messages that you need to be able to access quickly for reference you can put them into a specific folder where a lot of tools allowing you to label or categorize or tag a message so you can find like messages later. So you may end up creating a label, for instance, if you use Gmail or Google Apps that will allow you to easily find that message later.

And I definitely have done that. I have a whole collection of emails that people have sent me that I think are good examples that I might want to use as good examples later so I have a label called Swipe File. If you've done copywriting you know a Swipe File is a collection of examples that you can pull an inspiration from.

However I don't have a million folders and the great thing about Gmail is that it doesn't matter what label something is in, I can always find it since Gmail uses the same search tool as [Google.com](http://Google.com). Google has like 95% of the world's search engines so you know they have a great search technology behind them.

### ***How to Get Started When It's Already Out of Control***

Now some of you are starting this process and you are thinking of Deanna this is all fine and good if you are starting from scratch but what if I have messages in my inbox right now and I need to deal with them?

Well, don't worry. I've got two killer tips for you. The first one is if you've got a bunch of older messages and you are starting to process your email every day if you've got a message that's older than a month, you might want to reply and ask them do you still need a response.

Don't worry about providing a lot of back story about why you haven't written back, no one needs to hear those excuses or reasons. Just get straight to the point. Maybe you want to pick up the phone and call them instead. And if you are thinking it's just too late and it's no longer important just archive it and move on.

I know that sounds a little harsh but this is your life we are talking about. And no one else, for most of you, is paying for your time. So it's not like you have a corporate job and you could spend all your darn day on your email, which is the way most of Corporate America works. You need to get rid of these messages that don't serve you.

And to that end if you are starting with a big backlog I've got a killer tip for you right now. If you've got hundreds or thousands of emails right now you in your inbox just sitting there here's what I want you to do. Create a new folder called Email to Process.



Move all your messages older than one week into that folder, keep your regular schedule that you've set up for yourself and tip one, process your new messages coming in and then schedule an additional 15 minutes a day to process those older messages.

Start with the newest ones first and move through them very quickly; can I delete it, do I need it later, does it require action, can I do it in less than two minutes? Does it require more than two minutes to be put on my task list and maybe I can delegate it.

***Have one system that you check your email on.***

Have one email program for all your email addresses. This is a huge time saver where you don't have to log in to different systems for multiple accounts.

Now most email clients can do this for you. You can have your email messages I don't care if it's Comcast, your Yahoo or Hotmail, Gmail, whatever or maybe you have email set up for your own domain like I do [Deanna@deannamaio.com](mailto:Deanna@deannamaio.com). But you can have all your email messages going to one system.

And they don't necessary have to all go into the same inbox but that way you are not logging in and out of different systems, starting different pieces of software. Again, it may feel like it's just a few minutes every day but those three minutes really add up.

So Gmail can do this for you or Google Apps, Outlook, Thunderbird. Thunderbird is the Mozilla email client you can find online for free. Of course I love Gmail; I've been a Gmail user for a number of years now. I have Gmail set up for my own domain and I just absolutely love it because I don't have to worry about my inbox being different on my desktop computer, my laptop, my iPhone, iPad etc.

Even if I don't have a computer with me and I have someone else's that I can use I can always log into my Gmail. The same is not really true with Outlook or some of the desktop clients so that's something to keep in mind. You can save a lot of time if you just have one system.

***Use an auto filter tool.***

The one I'm recommending is [www.unroll.me](http://www.unroll.me). This is not an affiliate link I don't get anything if you decide to try out the system. But [www.unroll.me](http://www.unroll.me) is a free way to end unwanted subscription and roll up the rest of your emails into an organized overview made just for you. The way it works is you go to their website, you sign up and then you select the emails that are overloading your inbox and they'll automatically unsubscribe you.

There are also auto filters for archived emails you don't need to read right then and there.

The reason I like this is once you've got these selections made for what you don't want to see right away and what you do, it starts to clear out a bunch of messages in your inbox.

You can still get to your messages because they are moved into that archived folder. You can easily find the ones that were moved by [www.unroll.me](http://www.unroll.me) but you don't have to see them when you go to process your email. And I'm telling you here quickly what's going to happen is that you are not even going to miss all those messages.

You might go to them from time to time like you review your spam folder but the truth is you are not going to miss them because they are not important. If they are important you'll start to move them from your [www.unroll.me](http://www.unroll.me) into your real inbox. [www.unroll.me](http://www.unroll.me) saves me from about 100 messages a day.

Can you imagine if I was trying to process those kinds of messages? It's just a waste of your time and your time is your money. You can never get it back. Once that day is gone you can never get it back. So I want to encourage you to try a tool like [www.unroll.me](http://www.unroll.me).

If you'd like to really start to get rid of subscriptions that right now aren't serving you. Alright I'm going to take just a sip of water here and check in. What's your favorite advance strategy so far? Maybe it's the [unroll.me](http://unroll.me) tool, maybe it's about what do you do if you have thousands of email, maybe it was about checking email first thing in the morning.

Here's the thing about [www.unroll.me](http://www.unroll.me) that I didn't mention, it only works on Gmail, Google Apps and Yahoo Mail right now.

So if you are not using one of those tools right now what you can do is sign up for a Gmail account, have your email forwarded there and then you can use [www.unroll.me](http://www.unroll.me) to start dealing with unwarranted subscription, at the very least getting you unsubscribed from stuff that doesn't serve you anymore.

## Conclusion

Okay so here's the thing, if you implement just a little bit of what I've shared you can drastically improve your clarity, you'll have a better perspective on what's happening in your business, more mental and digital space, higher energy, more peace of mind.

This will translate into more profits because when you are not spending all your time on email you can use that time to generate more revenue.

## Suggested Action Steps

1. In your calendar, or whatever system you are using to keep your time organized, you schedule an appointment with yourself to process email. Don't process email at other times.
2. Set your email schedule for every work day. Try to start with 30 minutes, 3 times a day (remember to try and only have a maximum of 4 appointments per day) and then reduce it over time to whatever works best for you. Set the appointment and keep it. Set a timer and do no more than 30 minutes at a time.
3. Use the "Done for You" Excel spreadsheet included and log your appointments the time you spend on email each day. Include your hourly rate in the spreadsheet. By the end of the week you will see both how much time you spent on email and how much it is costing you.
4. Practice using the steps to process email. Delete it, do it, delay it, tasking it for later or delegating it. Process your email instead of "checking it" and touch messages only once.
5. Note whether you see a reduction in the time you spend on email. Because remember if it's 30 minutes a day that you are wasting on email and that equals three full weeks a year, that's just not this year.

If you don't make some changes and reduce that amount of time that's three weeks for the rest of your life as long as you are on email. And I want you to be able to do good powerful things with that time, not waste it.

To your fantastic success,  
Deanna Maio  
**<http://DelegatedToDone.com>**