**How to Take Control of Your Inbox without Sacrificing Your Time, Your Clients, or Your Sanity!**
**with Deanna Maio**
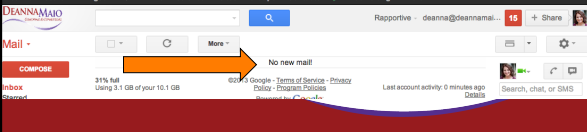
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## Why Me?

- 23 Years - Business Mgmt & Marketing
- 8 Years - Owning Small Businesses
- Been "on email" since 1995
- My Email Inbox always < 50 messages
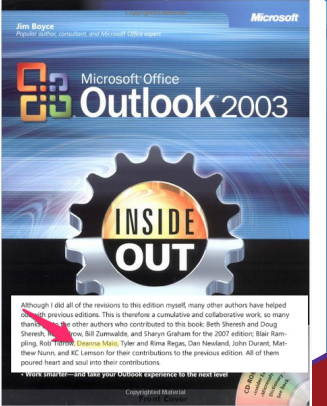  End each week < 10 messages

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I co-wrote a book on productivity and email management

Microsoft Office Outlook 2003 INSIDE OUT

## Getting the Most Out of Today

- Participate Fully
- Avoid Distractions
- Don't Multitask (yes, even email)
- Listen with Vulnerability
- Commit to Taking Action

## Today I'll Help You To:

- See How Much Email Is Costing You
- Stop obsessively checking your email - without disappointing your customers, friends, or yourself.
- Control your inbox so you stop missing important emails and stop being stressed over that "unread" count.
- Know when email is not the best tool - and what to use instead.
- Stop your email overwhelm

## Email is a Problem

Diagnosis: Email Overwhelm.

Prognosis: Inbox toxicity is extremely common {epidemic, actually} and yet highly curable.

## Email is a Problem

You can easily turn that toxic inbox into a fabulous tool that can make:

- your business more efficient
- you more efficient,
- more productive,
- more organized, and
- ultimately more profitable.

## Email is a Problem

Prescription: You need to detox your inbox with a healthy dose of SYSTEMS to take back control of your email and rid yourself of the dreaded dis-ease that is plaguing you and your business.

## How Much Is Email Costing You?

How much time each day on average do you think you waste on email?

Be sure to include:

Time spent scanning and reading email that turns out to be irrelevant.

Time spent "multi-tasking" back and forth because each email shoves you into a different train of thought

Time spent just calming down and re-centering from the anxiety of having a huge inbox backlog.

## How Much is Email Costing You?

30 minutes daily reading or responding to unnecessary email =
a full 3 weeks wasted a year.

REMEMBER TIME LOST
CANNOT BE REGAINED

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## How Much is Email Costing You?

If you had an extra full 3 weeks a year…

What would you do with it?

How would you feel if you could spend 3 weeks on that?

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## Tip 1: You're the Boss

Turn Off Notifications

Set a Schedule to "Process Email"

No more than 4 times a day
    No more than 30 minutes at a time

## Tip 1: You're the Boss

Let others know:

1. when you're checking email
2. how to be in touch if it's urgent

- Try an auto responder (out of office)
- Communicate at beginning of relationship and often
- In your email signature
- Give an alternative (texting, phone, IM/Chat)

## Tip 2: Touch it Once

During your scheduled time, set a timer and process email. (www.onlinestopwatch.com)

1. Delete it (Or Archive)
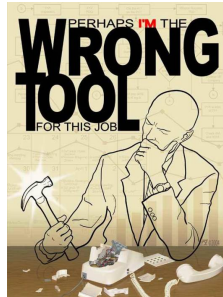2. Do it now (< 2 minutes)
3. Do it later (Task it)
4. Delegate it

## Tip 3: Stop Using Email for the Wrong Stuff

- Do your clients send you tasks via email?

- Do you use your email like a task list?

- Do you do the 'back and forth' email/ voicemail thing to set appointments?

- Do you receive support requests and questions via email?

PERHAPS I'M THE
WRONG TOOL
FOR THIS JOB

Tip 3: Stop Using Email for the Wrong Stuff

Task & Project
   management:
I highly recommend
   TeamworkPM.

http://www.tinyurl.com/deannalovesteamwork

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Tip 3: Stop Using Email for the Wrong Stuff

For calendaring/scheduling:
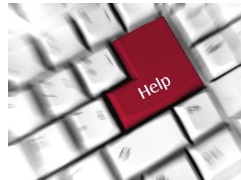
TimeTrade.com
TimeBridge.com
YouCanBook.Me

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Tip 3: Stop Using Email for the Wrong Stuff

For support requests:

Zendesk is stellar
   (and it's only $20 for the first year)

Or set up a separate support email address
   i.e helpdesk@ or support@

**Tip 3: Stop Using Email for the Wrong Stuff**

Here's the bottom line - email is a way to communicate.

If you're using it for anything other than that, you're only adding to the overwhelm.

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**Additional Strategies for Inbox Control**

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Don't check email first thing in the morning.

Do something revenue generating or spirit inspiring instead.

## Keep It Short and Sweet

Subject Line Messages

"Need to Reschedule Lunch. Will Call you. EOM"

"Meet at 4pm tomorrow instead 3pm? EOM"

Action Required:

No Reply Required:

Use Bullet Points and Numbered Lists

## Avoid Multiple Storage Folders

- Searching capability in email programs has VASTLY improved.

- Processing email is faster since you don't have to evaluate where each message goes.

- It's less likely that stuff ends up hiding out in nested folders in your email client.

## Dealing with Older Messages

- Older than 4 weeks, ask if they still need a response.
- Keep the back story to the delay at a minimum.
- Give a phone call instead.
- Just archive it and move on.

## Thousands of emails?

- Create a new folder, "Email to Process"
- Move all messages older than one week into that folder.
- Spend 15 minutes a day processing those messages

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## One System to Rule Them All

- Have 1 email program for all your email addresses

- Saves time when you don't have to login to separate systems for multiple accounts

- Systems that can do this for you:
  - Gmail (my favorite)
  - Outlook
  - Thunderbird

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## Try an auto-filter tool

- Unroll.me is the free and easy way to end unwanted subscriptions and rollup the rest into an organized overview made just for you.

- Simply select the emails that are overloading your inbox, and they'll automatically unsubscribe you all at once.
- They'll auto filter/archive emails you don't need to read

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If you implement just a little you'll have:
More clarity,
Perspective,
Space,
Energy,
Peace of mind
Profits!

## Suggested Action Steps

1. Set your Email Schedule
2. Listen to the recording again
3. Use the Steps to Process Email
4. Come to the Q&A Call

Q&A
You have Questions
We have Answers

February 28th
10am PST/ 1pm EST

## Want More?

Get a Plan
Set up your Systems
Make more Money
Take more Time Off
Do More of the Work you REALLY Love!

www.ChatWithDeanna.com