

Getting a handle on email Overload

Samantha Rufo
nxtConcepts

What I'll Cover

- The Burdon has Shifted
- The Inbox Overload Cost
- Why email is different?
- Where does it all come from?
- Sending a Better Email
- Getting a Better Email
- Email Etiquette
- Advanced Email Strategies

The Burdon has shifted

- Before e-mail, senders shouldered the burden of mail.
- E-mail changed everything. Now the receivers must deal with the burden.



The result: Inbox overload.

The Inbox Overload Cost

_____ Annual Salary / 120,000 =
Per Minute Wage

$$\$50,000 / 120,000 = .42$$

30 min's a day x .42 = \$12.60 a day

\$12.60 x 250 days = \$3,150 a year

\$3,150 x # of employees = _____



Why is Email Different?

- **Formal vs. Conversational**
 - Paper: More formal.
 - Email: More conversational.
- **Actual vs. Virtual**
 - Paper: Same paper that the receiver sees.
 - Email: Sender has no control over what receiver might see.



Where does it come from?

- Co-workers
- Clients
- Prospects
- Association newsletters
- Committees
- Media
- Trade & Professional organizations
- Vendors
- _____



7 Ways to Send a better email

Tip 1: Use Useful Subject Lines that summarize, not describe

Bad Subject Line: Deadline discussion

Good Subject Line: Recommend new product launch March 1

Tip 2: Give your reader full context at the beginning

Bad Email:

To: Joe Corporate

From: Sally Service

Subject: Re: Re: Re: Please send new report recommendations

Yes, spreadsheets are definitely the answer.

Good Email:

To: Joe Corporate

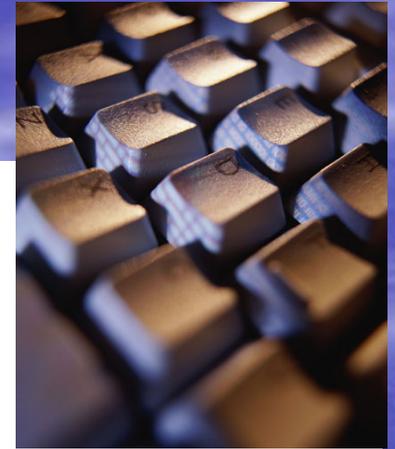
From: Sally Service

Subject: Re: Re: Re: Please send new report recommendations

You asked if we wanted spreadsheets. Yes, spreadsheets are definitely the answer.



Sending a better email



Tip 3. Clarify your CC

– Bad CC:

To: Mike, Tom, Jill

Subject: Web site design draft is done

The Web site draft is done. Check it out in the attached file. IT will need our responses by the end of the week.

-Good CC:

To: Mike, Tom, Jill

Subject: Web site design draft is done

Mike- DECISION NEEDED. Get marketing to approve the draft

Tom- PLEASE VERIFY. Does the slogan capture our branding?

Jill- FYI, if we need a redesign, your project will slip.

The Web site draft is done. Check it out in the attached file. The design firm will need our responses by the end of the week.

Sending a better email



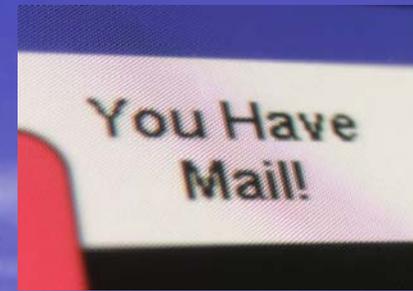
Tip 4. Combine separate points into one message.

Tip 5. Edit forwarded messages.

Tip 6. Make your e-mail one page or less.

Tip 7. Understand how people prefer to be reached, and how quickly they respond.

7 Ways to Get a Better Email



Tip 1. Check e-mail at defined times each day.

Tip 2. Use a paper "response list" for follow-up.

Tip 3. Charge people for sending you messages.

Tip 4. Train people to be relevant. "Relevant?"

Tip 5. Answer briefly.

Tip 6. Send out delayed responses.

In Outlook, choose **Options** when composing a message and select **Do not deliver before**. In Eudora, hold down the **Shift** key as you click **Send**.

Tip 7. Ignore it.

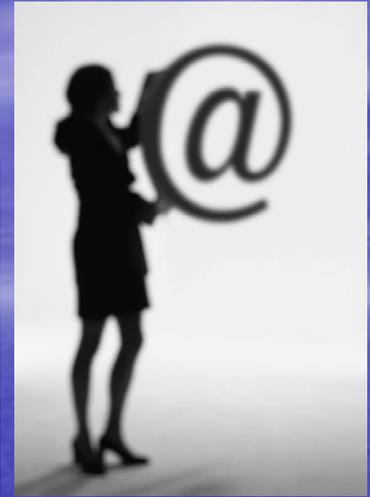
Email Etiquette

Use it & Pass it on

- Keep it private.
- Sign on the dotted line.
- Play it safe.
- Don't showcase your lousy spelling.
- Don't cry wolf.
- Hot stuff.
- Do Onto Others.



Advanced Email Strategies



- DEAL WITH A MESSAGE ONLY ONCE

Keep your inbox empty: reply quickly, file to another folder, or forward the **email** immediately

- DON'T REPLY TO 'EVERY' MESSAGE

Especially, one-word replies... like: Great, Cool, Thanks, Beauty etc.

- CREATE FOLDERS & FILTERS

- SPAM BUSTING

- USE MULTIPLE EMAIL ACCOUNTS

Public, personal, and corporate.

- Back-ups

Take Away



- Email's instant communication can be costly. Ways to overcome this:
 - Be clear and concise, and relevant in your subjects and context.
 - Clarify why you are sending & to who.
 - Take your time, sometimes permanently.
 - Use folders & filters to keep your Inbox empty.
 - Protect yourself from spammers and catastrophes.

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Samantha Rufo
nxtConcepts
740-815-6925
nxtConcepts.com

