



TOP TEN TIPS to Dam the Flood of E-mails

1. Junk the Lot.

In Microsoft, use the Junk Email section on the menu bar, and use Block Sender for the particular sender of that e-mail. That will immediately place the offending e-mail into the Junk E-mail folder.

2. Colour Coding

Colour code your e-mail. Use Tools, Organise, Using Colour. So e-mails from your Manager can be colour coded red, and read as a priority.

3. Beef up your Internet Security

Move your Internet security setting to medium- high by going to Control Panel, Windows Security Centre, Internet Properties, and set the meter level to medium-high. This provides for safe e-mails and a warning as to anything suspicious.

4. Unsubscribe.

Unsubscribe from every web site or newsletter that is not vital to your business as an information provider. If you miss it or found that the information was practical and helpful, then just re-subscribe.

5. Re-Routing.

Mail from most sources should be directed to a specific folder. Use a script under Outlook; use Tools, Rules and Alerts. Do a simple rule first like “delete all junk email”. Look up Microsoft Help for hints on more sophisticated rules.

6. Boot the Bing.

Turn off the notifications that you've got new mail. Those pop ups break your concentration and the little “bing” that accompanies them, is like a subliminal call to activate your “must read now” reflex.

7. Archive

Archive everything. You can do a search and it will bring results which include current, past, sent and archived e-mail.

8. Less is More

Send less e-mail. Less sent means less responses. If you are engaged with one particular person on a daily basis, like your VA or web designer, compose just one e-mail at the end of the day either in response to numerous sender communications, or detailing the further subject or project matters you have for the next day.

9. E-MAIL Marketing

Remember that your business does not produce revenue from the number sent or received. If you are however sending an e-mail with a special offer for a product or service, then craft that e-mail completely differently from your day to day e-mails. Search Google for e-mail marketing tips. There are **79,300,000!**

10. Telephone.

E-mail is here to stay. You don't have to love it, but you can't not leave it. Business is about communication, and e-mail is a tool for business communication. But remember the phone? It's instantaneous, personal, and profoundly satisfying if all you have is a good conversation.

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