

Inbox Ninja



REDUCE VOLUME



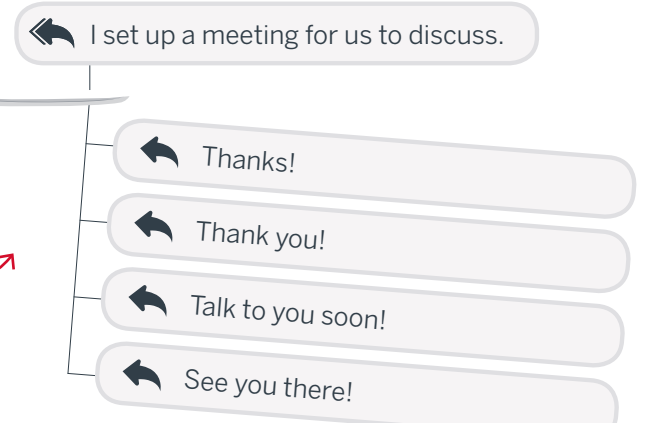
When you can,

UNSUBSCRIBE

[CLICK]

DON'T REPLY ALL

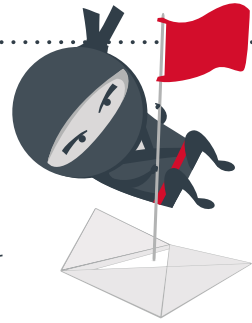
1 communication could result in 5 emails



Set up RULES...

from: Blog → "Read later" folder

from: Manager → "High-importance" folder



...and ALERTS

auto-flag → Emails from external/important clients

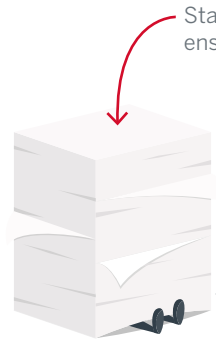
auto-delete → When you can't (or won't) unsubscribe

REDUCE COGNITIVE LOAD

Starting at the top of your inbox ensures nothing urgent is missed!

FOCUS

on newest messages

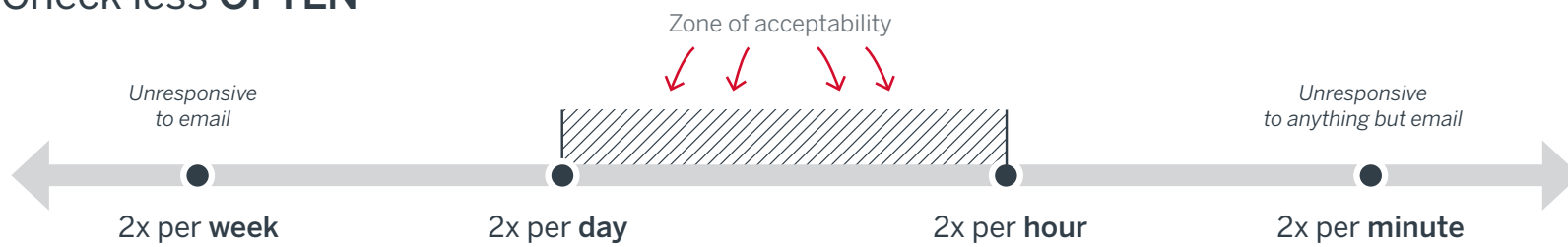


Determine your "FOLLOW-UP" STRATEGY

- ★ **Use a follow-up folder**
PRO: Clear delineation of next step
CON: Out of immediate sight
- or
- ★ **Flag email**
PRO: Specific and easy to find
CON: Clutters inbox
- or
- ★ **Move to "tasks"**
PRO: Allows for categorization
CON: Out of immediate sight
- or
- ★ **Leave in your inbox**
PRO: Easy to find
CON: Clutters inbox



Check less OFTEN



Zone of acceptability

Unresponsive to email

Unresponsive to anything but email

CAPTURE ATTENTION

Know your intention *before* you hit send



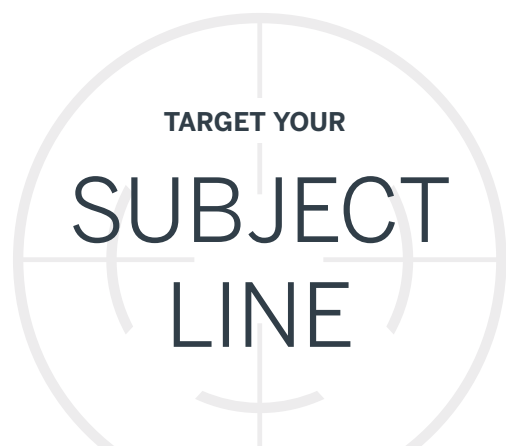
How you deliver your message will help shape your recipient's response

- DETERMINE:
Is your email to **INFORM** or **REQUEST**?
- Recipient should **read** → Your email should **inform**
 - Recipient should **save for later** → Your email should **inform**
 - Recipient should **reply** → Your email should **request**
 - Recipient should **act** → Your email should **request**

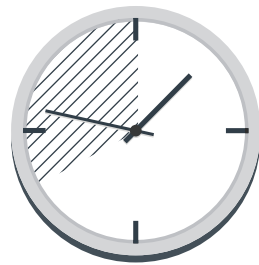
LIMIT & FOLDERS & USE SEARCH



COMMUNICATE CLEARLY



Consider the HOUR



Different audiences have different prime reading hours



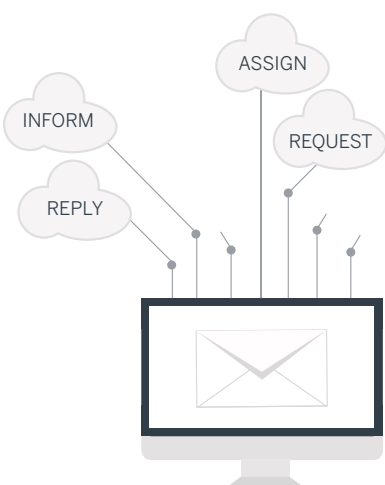
Name names

- | | |
|---|---|
| <input checked="" type="checkbox"/> team | <input checked="" type="checkbox"/> all |
| <input checked="" type="checkbox"/> everyone | <input checked="" type="checkbox"/> Mr. Ninja |
| AND set times | |
| <input checked="" type="checkbox"/> soon | <input checked="" type="checkbox"/> at some point |
| <input checked="" type="checkbox"/> when free | <input checked="" type="checkbox"/> on the 15th |

Keep your message **SHORT**

Know when **NOT** to email

EMPLOY FORMATTING



Certain types of messages are best delivered offline



- Bullets → For listing tasks and instructions
- Line Breaks → To create shorter paragraphs
- Bold → Names and deadlines
- Indent → To call attention to
- Text Size → To differentiate
- Hyperlink → For convenience

