

EMAIL

SAVVY

ISSUE 3, 2014

THE UNPRECEDENTED GUIDE TO RECOVERING EMAIL PRODUCTIVITY

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DETOXIFY YOUR INBOX!



Yes! There are things you can do to reduce
the amount of email you receive.

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THERE'S SOMETHING BETTER THAN 'NO EMAIL FRIDAYS'

By Marsha Egan, CPCU, PCC

EDITORIAL

A

ll the recent press attention on "No E-mail Fridays" has affirmed for me that one of the biggest misuses or misunderstandings about email is that people actually think it can replace dialogue!

"Declaring 'No Email Fridays' is akin to asking an obese person with unhealthy eating habits to fast once a week."



— Marsha Egan, CPCU, PCC

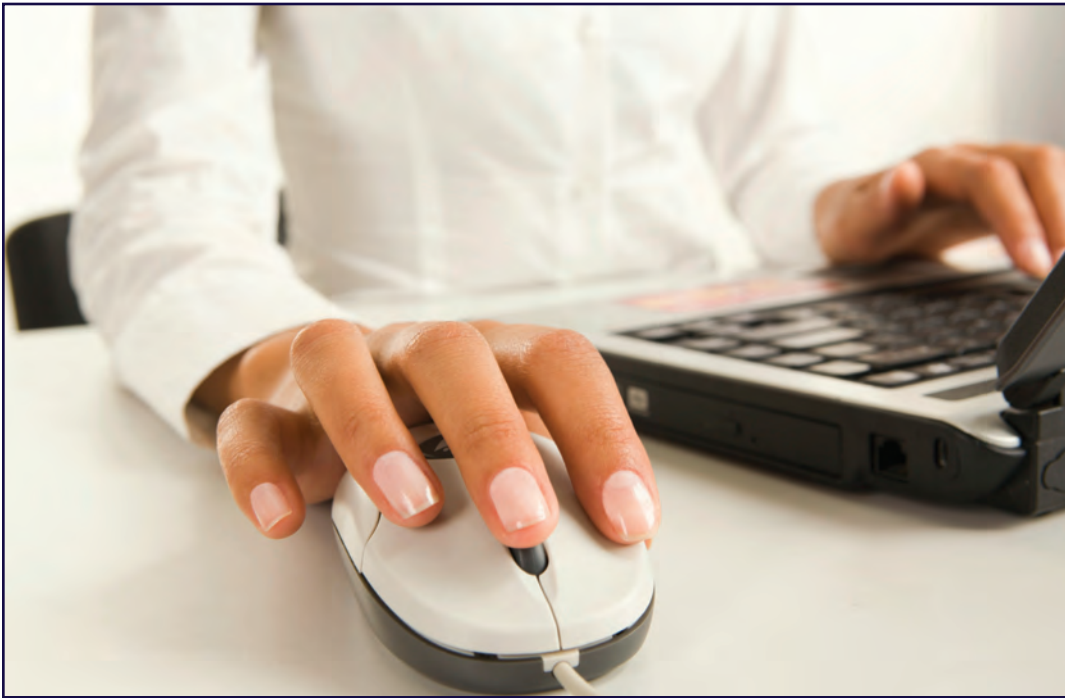
E-mail is not dialogue. We can't read the recipient's understanding or body language. We can't see whether they agree with us or not. We can't have a group discussion or brainstorm an idea. In the end, many times, emailers spend more overall time fixing a misread or misunderstood e-mail, trying to collect multiple opinions shared via e-mail, or settling down emotional or angry recipients.

It is a sad consequence that companies are having to institute actual programs like "No Email Fridays" to force people to dialogue. It is symptomatic of the growing trend of people relying too heavily on e-mail for ALL their communications.

Declaring "No Email Fridays" is akin to asking an obese person with unhealthy eating habits to fast once a week. It will open their eyes to possibilities and affirm that they can do it — a great start. While email free days are a great way bring home to workers the benefit of interpersonal communications, this shouldn't be a one day thing.

Let's use e-mail for what it is suited best — the efficient and effective sharing and exchange of impersonal information. But as soon as we determine that dialogue is needed, pick up the phone, call a meeting, or make a visit. In short, anything benefitting from dialogue should be done with lips rather than fingers — EVERY day of the week — not just Fridays.

For more information about changing your office's email culture and email usage best practices, call 877-749-4036.



NEW HABITS

You can instill into your employees a positive email culture. It requires strong leadership and change management efforts:

- 1 Do not use e-mail for urgent messages. Ever. If something is urgent, pick up the phone. A good rule of thumb is to email items expecting that it may not be read in under two hours.
- 2 Email only one subject in each email. Readers skim. Readers file email messages. When you put more than one subject or one request in an email, you risk their missing one of the points.
- 3 Write the main point of the email in the first 2 lines. Too many people bury the important stuff in the middle of the email.
- 4 Do not use e-mail as a chat room. When seeking opinions from several people, either set up a company chat or call a meeting. Trying to do it by email can be very frustrating, because multiple strings can emerge.
- 5 Do not use email for ANYthing sensitive. Because email loses body language, voice inflection, etc., things can and will be very misinterpreted. Avoid anything sensitive via email.

For more best practices, or information about changing your office's email culture, check out www.InboxDetox.com.

HOW TO RECEIVE

LESS EMAIL

By Marsha Egan, CPCU, PCC

Yes, there are things you can do to reduce the amount of email you receive!

- 1 **Send less email.** Email begets email. So the more email you send, the more email you will get.
- 2 **Pick up the phone.** Complicated, sensitive, or personal issues will take less time when handled by person to person dialogue rather than email.
- 3 **Copy ONLY those who are really necessary.** When you copy even one extraneous person, you've increased the chance that they'll respond to you. By being "copy frugal" you will reduce the amount of email you receive in return.
- 4 **Pare down your group lists.** Similar to #2 above, many people forget to update their group lists and end up sending emails to people no longer appropriate. More email for them, more email for you.
- 5 **Avoid using email as a chat room or a group discussion forum.** It is much better to have a meeting or conference call or to set up an actual chat room when multiple opinions and responses are desired.

ARE YOU CONTROLLING YOUR INBOX

OR IS IT CONTROLLING YOU?

TIME SAVER

Differentiate between "sorting" and "handling" e-mail. Too many people confuse these two actions. It is important that you go into your e-mail a few times daily and sort the newly received items. Note: Sort does not mean work. One of the real challenges with looking at newly received e-mails is to avoid being drawn into working on or handling that e-mail when it is not as important as other tasks on your list.

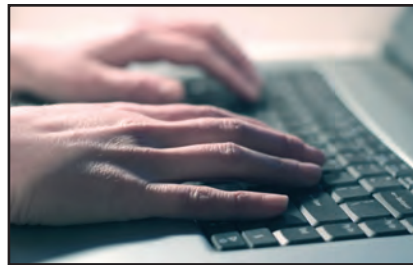


To receive your monthly e-newsletter of time saving tips, visit InboxDetox.com and sign up on any page.



By Marsha Egan, CPCU, PCC

If you let it, the way you manage your email will suck you into a purely reactive response mode that consumes all of your time—regardless of the importance of the messages you receive. Inbox mismanagement accounts for countless hours of lost productivity everyday causing you to stay at the office later, work weekends, and spend less time doing the things you really enjoy. Multiply this drain times the number of employees in your organization, and you can start to understand the hidden cancer that it has become.



According to a survey conducted in May 2006 by the Radicati Group, there are 171 billion email messages sent every day. Chances are, you feel as though you're receiving half of them! When you consider that the average interruption costs each person an estimated 4 minutes to get back on track, how much time have you wasted recovering from the interruption caused by each email you receive?

Marsha Egan has the solution to combating unproductive email use and regaining control. Her easy to follow self-management systems for personal and organizational email productivity enable you to take charge of this overwhelming productivity

drain and reclaim your priorities for the rest of your work. She shows people and organizations how to categorize and sort what's coming in quickly and efficiently so that they can stay on top of their true priorities,

change nasty habits that evolved through the organization's email culture, take back control of how they manage their time, and add significantly to the bottom line.

You have systems for filing your paper work, organizing your date book, and keeping track of your snail mail. Why should your Inbox be any different? By adhering to Egan's proven methods for email self-management, you will increase your productivity and have the excellent results and peace of mind that come with effective time management.

Her ebook, "Help, I've Fallen into my Inbox and Can't Climb Out!" details the five strategies that will help you take back control! Visit <http://InboxDetox.com/store> for more information.

Why wait to improve your company's productivity?

Schedule a program today by calling 877-749-4036.

TAMING THE EMAIL TIGER

Learn how to help your company get more done by organizing one of your biggest, and perhaps most hidden, time waster—email! Through this engaging workshop, consultation, or teleseminar, Marsha will take you through her incredible productivity solutions to help you individually transform your relationship with your inbox, and manage your company's email culture for maximum performance.

MANAGING YOUR EMAIL CULTURE FOR MAXIMUM PRODUCTIVITY

Great businesses start with stellar leadership and you'd better believe productive email usage comes from the top as well. What email culture are you perpetuating at your company? Have you made you employees frantic email checkers by emailing them urgent information instead of calling them? Have you instituted "no email" zones? Bring in Marsha to learn how to create, promote, and implement a productive, positive email culture at your office.

FROM OVERLOAD TO EMPTY IN 12 SIMPLE STEPS

Are you guilty of obsessively checking your email? Do you find yourself sending messages on your blackberry at restaurants? Do you get the shakes when you go on vacation and discover that you won't have internet access? Well then you, like thousands of other Americans, might have an e-ddiction to your email. But Marsha Egan has the cure. In a humorous, yet poignant program, she will share her patented e-ddiction 12 step program, which will help cure you from one of your biggest time wasters and get you on track to working smarter, and more stress-free.

EMAIL SAVVY: HOW TO ADD 90 MINUTES ONTO YOUR DAY

Productivity seminars will teach you to organize your desk so that nothing's lost, to cut down the office socializing, and to appoint a time-keeper so that meetings don't run late to improve time management. But what about first managing your email? As today's technology improves, employees are going to spend more and more time communicating virtually, and if you don't have a air-tight system for managing it, your email will suck you in. Take control of your email, and take back your time with Egan's easy solutions to add 90 minutes to your day.

We Customize! Workshops, Webinars and Teleseminars can be tailored to your needs. Call 877-749-4036 for more information!

WORKSHOPS AND TELE-SEMINARS



WANT THE 55 MINUTE DVD OF THE TAMING THE EMAIL TIGER WORKSHOP INSTEAD?

VISIT INBOXDETOX.COM/DVD AND ORDER IT NOW.

"I whole heartedly endorse your Email Solutions teleseminar without reservation. In just two weeks, I am now attacking the deluge of E-mail and I am winning! The EBook is an invaluable asset in getting the most from and reaffirming the concepts we learned in the teleseminar, too."

— P.B.Weymouth, Jr.,
Weymouth and Smith

TIME SAVER

Control your e-mail, don't let it control you:

Turn off automatic send and receive and check your e-mail on your own time. Don't let the e-mail "ding" pull you away from the work you are already doing. Interruptions are costly.

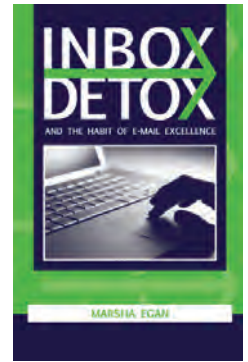
RESOURCES

Resources are available at <http://InboxDetox.com/store>

THE BOOK

Inbox Detox: And the Habit of Email Excellence — This 188-page book will guide you through a process that will enable you to reclaim control over your email and your personal or professional productivity. You will learn how to:

- Identify the toxic behavior that is making you sick
- Master the techniques to keep your inbox stress-free
- Manage your email through simple, healthy email sorting practices
- Shift your habits so you get in control of your inbox ... and your life.



Available in print or digital at <http://InboxDetox.com/book>

EBOOKS

Our eBooks and eKits are downloadable, so you can immediately start reclaiming minutes, hours and days for you and your organization.

- Help! I've Fallen into my Inbox and Can't Climb Out!
- Reclaim Your Workplace Email Productivity
- Inbox Detox: From Overload to Empty in 12 Simple Steps
- Clean Out Your Inbox Week eKit



CD/MP3 SERIES

Listen to our 3 part audio CD series, Inbox Detox to help you control your inbox, write effective emails, and manage your organization's email culture.



FREE VIDEOS: INBOX DETOX MINUTES

View awesome short but powerful tips that will help you hone your emailing skills. Visit <http://InboxDetox.com/minutes> for an index of over 25 YouTube videos.

BLOG

For weekly email management tips, subscribe to our blog: <http://InboxDetox.com/blog>

FREE ARTICLES

For FREE articles you may use in your organization's publication go to <http://InboxDetox.com/resources/articles>



Sign
me
up!

FAX TODAY TO 610-879-2073

- Yes, please sign me up for the FREE monthly e-newsletter, INBOX DETOX
- Yes, please send me the FREE report, 10 Best Practices of a Profitable Email Culture
- Yes, please send me the link for your irreverent but tip filled blog, INBOX DETOX at <http://inboxdetox.com/blog>
- Yes, we need to examine our company's Email Culture and how we might be able to shift it to significantly add to our bottom line
- Yes, we would like more information on your Email Productivity Seminars and Teleseminars

SEND MY FREE INFORMATION HERE

(Please fill out completely. Your information will not be sold.)

Name _____ Title _____

Company _____ Email _____

Street _____

City _____ State _____ Zip _____

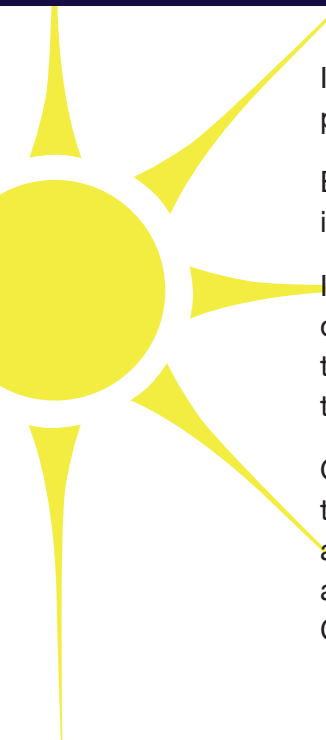
Telephone _____ Ext _____ Fax _____

Or call toll free 877-749-4036 or email info@marshaegan.com to request any of this free information.

"It amazed me to realize just how much time can be lost to e-mail. It amazed me even more to realize how simple, and effective, Marsha Egan's plan for managing e-mail is. I recommend this web based program to anyone who has to depend on e-mail for communication and who cannot afford to waste time."

— Joel Wagoner, Vice President of Professional Development, Greater Philadelphia Chapter, Institute of Management Accountants and Assistant Professor of Accounting, Arcadia University

YOUR SECRET WEAPON IN THE PRODUCTIVITY BATTLE



If you could gain one additional hour of productivity, per person, per day, what would that mean to you and your profits?

Egan Email Solutions can be your organization's secret weapon in the productivity battle.

Individually tailored programs will help you reclaim daily lost productivity that you will be able to apply directly and significantly to your bottom line. Programs are designed to fit your organization's needs.

Our wide range of resources, from books, to eBooks, to workshop DVDs, to audio CDs, to eKits, to video courses, are designed to be the right solution for you to manage and reclaim your lost time due to wasteful email practices. Call us today at **877-749-4036**.

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