

5 Tips for Email Management

Welcome to the road to productivity!

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1. Allocate Specific Times for Email Management

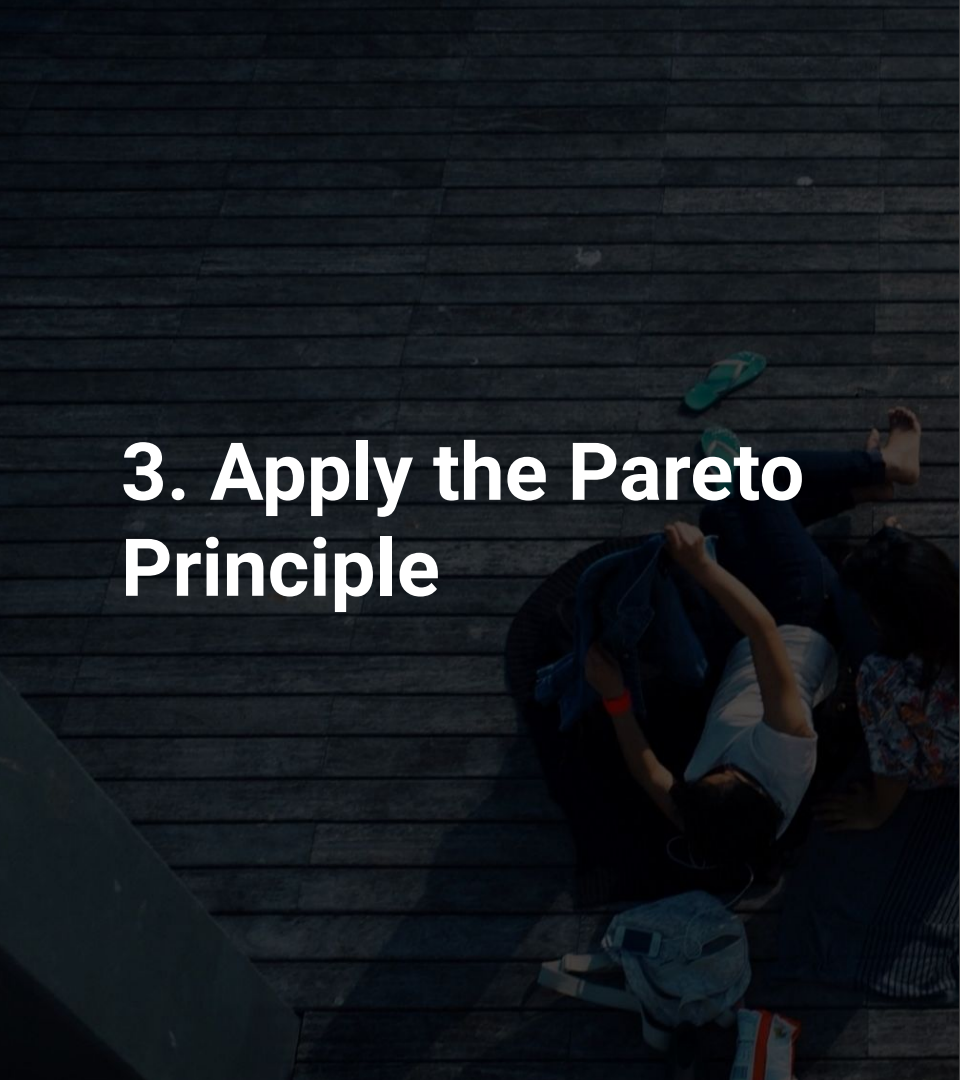
An average professional may develop the need to check emails every 20-30 minutes a day. That means that a person in working hours can be checking email from 8 to 24 times approximately. One of the easiest strategies is to request people to send you emails at a specific time. You can also communicate that you will be handling emails at a set time.

In this way, you are also supporting the efficiency of your email management.

2. Use Labels, Folders, and Categories

To be efficient in your email management, you should have familiarity with labels, folders, and categories on any email server. It all depends on the activity you are involved in and the importance of the emails.

The more refined this process is, the easier it will be to locate important and specific emails when they are needed.



3. Apply the Pareto Principle

The pareto principle also known as the 80/20 rule.

This is a rule that works for all aspects of our life and is based on a simple principle: 80% of the effects of a situation come from 20% of the actions.

If we think about it particularly for email management, we can easily apply it. Focus on the 20% of the inputs that lead to 80% of the results.

This is where we see why the previous step is so important. When we assertively prioritize emails, we give attention to what is most important first.

Identify our client's best customer. Perhaps these may be mailings related to current projects that need to be followed up impeccably.

It can also be about partnerships, speaking opportunities, open house, in short, here you can support your VA. You can create a list of priorities and she takes care of the necessary filters.

As for the remaining 80%, it does not mean that you have to let them drift, but you can take care of them more calmly or, if necessary, eliminate them.

4. Rely on the OHIO Method to Email Management

OHIO stands for: Only Handle IT Once.

It is about creating awareness of a situation to make decisions immediately.

This helps to avoid coming back to an activity over and over again. As mentioned in the first point, it is best to assign a schedule for email management.

And with the OHIO method in mind, we will add that every email that is opened is an email that needs to be dealt with immediately. Either reply or take some extra action, close it and move on to the next one.

In theory, it is a fairly simple method to follow, but sometimes it can be challenging in email management. This is due to the tendency to procrastinate responses, especially when it is a response that requires your attention.

In these cases, what we usually recommend is to use templates to respond to the types of emails you have. In this way, your virtual assistant can move on to the next thing by attending to the standards of care that you would give.



5. Flag the Emails that Need “More” Attention

You can be in charge of filtering this type of email so that they can be attended to at a specific time. In this way, you can ensure that productivity continues to be boosted without compromising on quality.

Your customers will appreciate it and your business will be well attended.

Sort these emails so that they appear at the top. They can also mark them as unread or assign a label if you use Gmail.

The times that seem to be best to attend to them tend to be at the beginning or end of the week.