

HOW TO BE AN Inbox Ninja



REDUCE VOLUME



When you can,

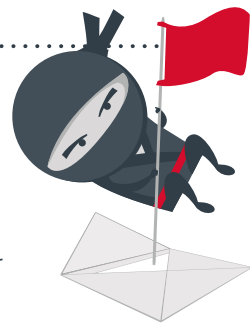
UNSUBSCRIBE

[CLICK]

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

DON'T REPLY ALL

1 communication could
result in 5 emails

I set up a meeting for us to discuss.

Thanks!

Thank you!

Talk to you soon!

See you there!

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

★ Flag email

PRO: Specific and easy to find
CON: Clutters inbox

★ Move to "tasks"

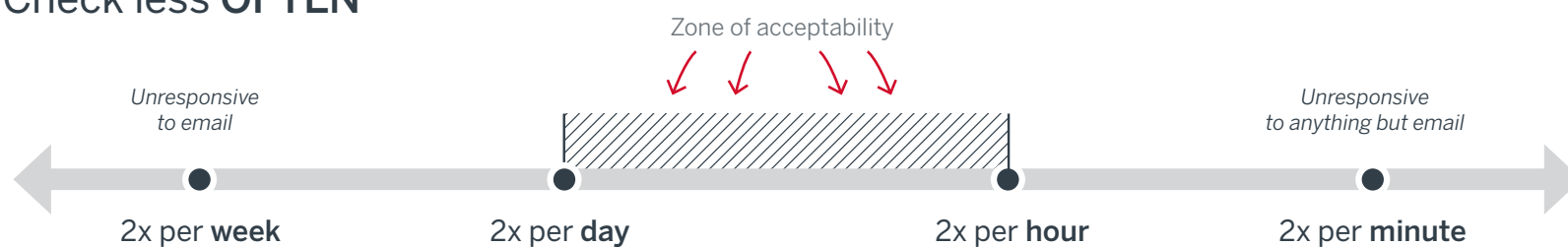
PRO: Allows for categorization
CON: Out of immediate sight

★ Leave in your inbox

PRO: Easy to find
CON: Clutters inbox



Check less OFTEN



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**?

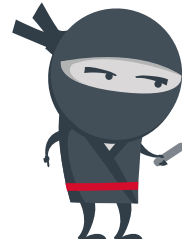
Recipient should **read** → Your email should **inform**

Recipient should **save for later** → Your email should **inform**

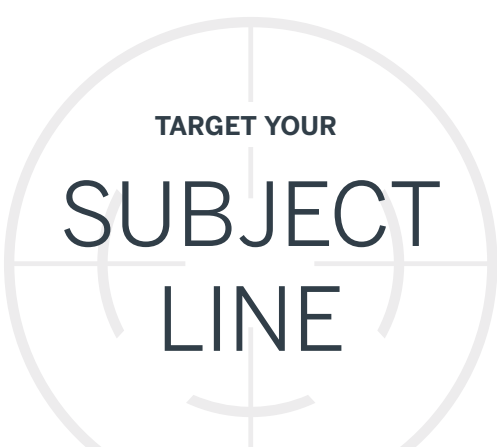
Recipient should **reply** → Your email should **request**

Recipient should **act** → Your email should **request**

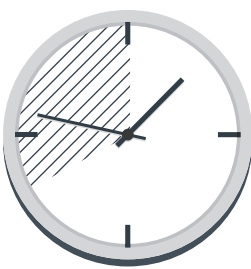
LIMIT & FOLDERS & USE SEARCH



COMMUNICATE CLEARLY



Consider the HOUR



Different audiences have
different prime reading hours

Place your

**BOTTOM
LINE
UP
FRONT**

Name names

✗ team

✗ all

✗ everyone

✓ Mr. Ninja

✗ soon

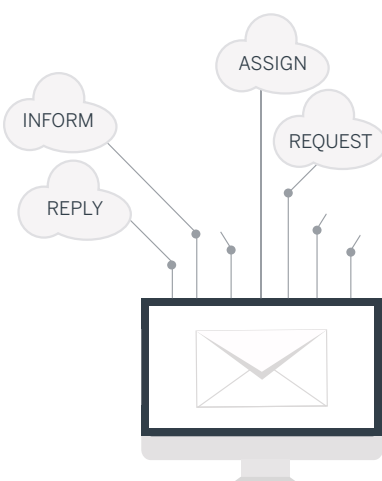
AND set times

✗ at some point

✗ when free

✓ on the 15th

Keep your
message
SHORT



Know when **NOT** to email

Certain types of
messages are best
delivered offline



EMPLOY FORMATTING

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

