

# Inbox Ninja

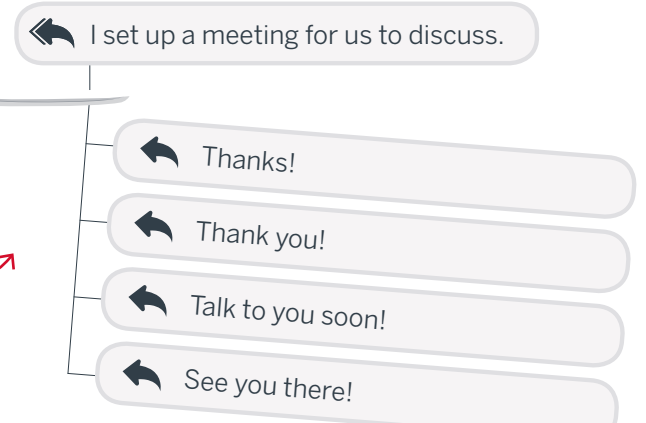


## REDUCE VOLUME

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!

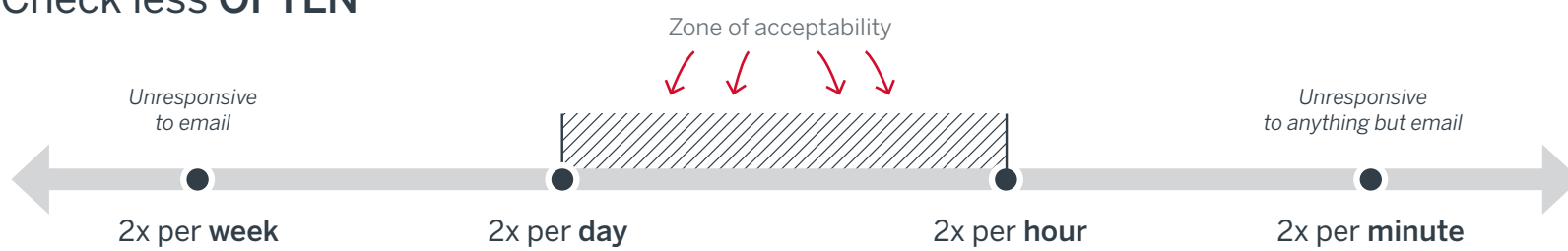
# FOCUS

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

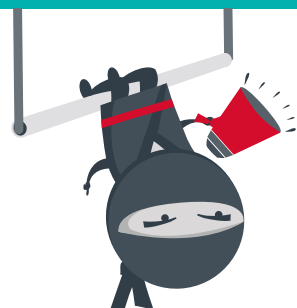
### Check less OFTEN



## CAPTURE ATTENTION

Know your intention *before* you hit send

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

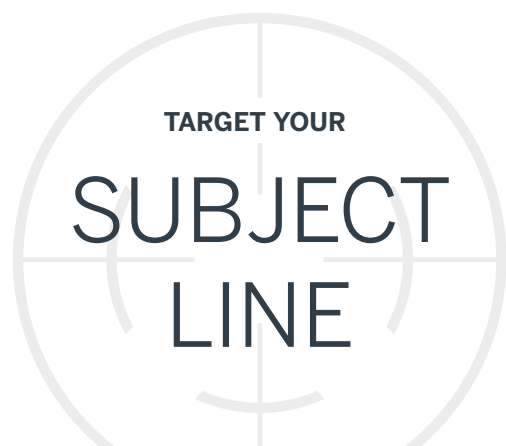


- DETERMINE:  
Is your email to **INFORM** or **REQUEST**?
- Recipient should **read** → Your email should **inform**
  - Recipient should **save for later** → Your email should **inform**
  - Recipient should **reply** → Your email should **request**
  - Recipient should **act** → Your email should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

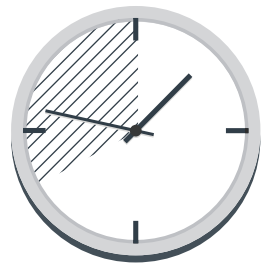
# LIMIT & FOLDERS & USE SEARCH



## COMMUNICATE CLEARLY



### Consider the HOUR



Different audiences have different prime reading hours



### Name names

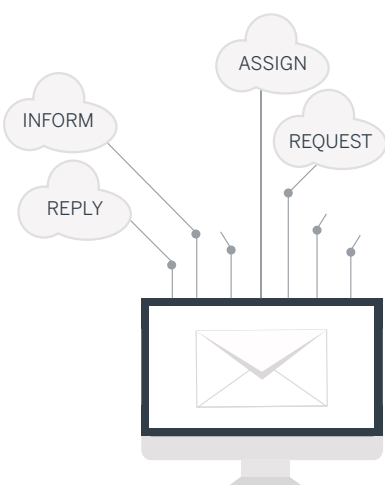
- |   |   |
|---|---|
| <input checked="" type="checkbox"/> team      | <input checked="" type="checkbox"/> all           |
| <input checked="" type="checkbox"/> everyone  | <input checked="" type="checkbox"/> Mr. Ninja     |
|   | AND set times                                     |
| <input checked="" 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

- 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



Certain types of messages are best delivered offline

