

# Controlling Email

## Purpose

Email, useful and powerful though it is, has come to dominate much of our working day. With mobile communications now making email accessible anywhere we travel, it has even come to dominate our time in cars, trains, airport lounges and our home-life. This guide is intended to provide a simple list of things you can do that will help you take control of Email – before it takes control of you.

## Things you can do:

1. **Do it right yourself – practice effective Email discipline yourself; others will do the same**
2. **Setup Action and CC inboxes and check Action regularly, CC less regularly**
3. **Don't send CC unless essential – some of them will reply and fill your inbox**
4. **Subject: "Complete message in subject header with no content in email EOM"**
5. **Reply to those who send you pointless CC's asking them to stop and explaining why**
6. **Reduce emails to simple factual, brief, focused messages of less than 250 words**
7. **Phone before email – Make the choice; it is quicker, more personal and 2-way**
8. **Understand that an email out is always in invite for an email in as it is 1-way**
9. **Avoid using "Reply All" yourself and you will reduce overall email volume**
10. **Use SMS text messaging – properly and sparingly, instead of email**
11. **Read and respond immediately wherever possible; read it twice and it is 2 emails**
12. **Don't send email simply confirming what you have discussed – "trust until let down"**
13. **Make sure that you only email once on each subject – get the facts together first**
14. **Consider the email free day – try it once a week – don't send any – see what happens**
15. **Tell everybody that you are focused on reducing emails and ask them to help**

**Re point 6: there are only two hundred and thirty nine words in this text box**

## When to use it

**Select 3 or 4 of the simple tips on this guide and put them into practice from today. Sustain this for at least 30 days before you'll see a real difference and 90 days before your habits change. After 90 days, expect others habits to change as they understand that you have taken control of your inbox.**