



100 EMAIL TRICKS TO MAKE YOU AN INBOX ZERO HERO

100 EMAIL TRICKS TO MAKE YOU AN INBOX ZERO SUPERHERO

It's hard to believe that in 1998 when the movie "You've Got Mail" came out, people actually looked forward to opening their inbox. Back then, "Inbox Zero" was an insult ("You have no friends at all, Inbox Zero-boy"). Now it's considered a mythical utopia, a place where only a select few can ever hope to visit, and only very briefly. At SaneBox, we've done lots of research and thinking on ways to get better at email, and compiled this list of 100 hacks that will let you get to Inbox Zero every day.

Better yet, we've asked some of our friends, some of whom get even more email than you (VCs, journalists, etc.), to share their personal tips. You'll find their opinions sprinkled throughout this book. We promise that after reading, you'll be able to go back in time, to 1998, when you wished you got more email. Disclaimer alert! We do not guarantee that this guide will win you a date with Meg Ryan to Tom Hanks.

THE 3 EMAIL COMMANDMENTS

You're In Denial, So Get Out

1

Clearing your inbox feels productive. There's an instant gratification. But just like in Tetris, no matter how good you are, more emails will keep coming, and faster.

Today, the average professional sends and receives 122 business emails each day. By 2019, this number is expected to climb to 126 emails per day. Because days in 2019 will still be 24 hours long, something has to change—you.

Don't Let Email Be Your Number One Priority

2

Email is your to-do list that other people can write on. Be proactive and focus on your own to-do list. Scan your inbox for urgent/important items in the morning, and then work on your top priorities. Dedicate blocks of time to processing email, and treat email processing as one of your priorities—not the default #1 priority. If you're ever sucked into "doing email," ask yourself, "Is clearing my inbox really the best use of my time right now?" Eventually it will be, but make a conscious decision about it.

Not All Emails Are Created Equal

3

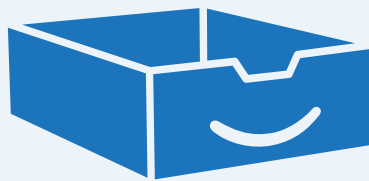
Some need to be dealt with right away (urgent/important). Some can wait (non-urgent, but important). And others should be archived or deleted in bulk (unimportant). According to our data, the unimportant bucket contains, on average, 62% of emails, and this has increased from 58% over just a few years. We'll get back to this discussion later.

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CHAPTER 1

THE BASICS: DON'T BE A ROOKIE



1

Turn Off Email Notifications

Allowing every email that arrives in your inbox to interrupt your day destroys productivity. A case study by the [Danwood Group](#) found that it takes 1.5 minutes, on average, to read and recover from each email. The amount of time you'll waste on unimportant interruptions adds up quickly.



Android Gmail

1. Open your Gmail application
2. Tap your Menu button
3. Tap 'Settings'
4. Uncheck 'Email notifications'



iPhone Gmail Users

1. Open your Gmail application
2. Tap your Menu button
3. Tap 'Settings'
4. Uncheck 'Email notifications'



Gmail

1. Click the gear icon toward the upper right of the Gmail window
2. Click on the 'Settings' link
3. Check 'Mail notifications off' under the Desktop Notifications section
4. Click 'Save'



Outlook

1. From the Tools menu, 'Options'
2. On the Preferences tab, click 'E-mail Options', and then click 'Advanced E-mail Options'
3. Under 'When new items arrive in my Inbox', uncheck the 'Display a New Mail Desktop Alert' check box



iPhone Mail App

1. Tap 'Settings'
2. Tap 'Notifications'
3. Tap 'Mail'
4. Turn off all notifications

Bulk Process Your Bacn

Spam has largely been solved, but the new evil is bacn (pronounced “bacon”). These are legitimate emails (e.g. newsletters and social media alerts), but they don’t deserve to interrupt your day. You need to process these messages in bulk. To make this as easy as possible, SaneBox filters bacn into a separate folder and summarizes it in a digest.

2

Don’t Unsubscribe From Suspicious Emails

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Unsubscribing from suspicious emails can result in more junk mail because you’re exposing yourself as a real person (who actually reads emails) to a potential spammer. Instead, use [SaneBlackHole](#)—it will simply put all future emails from those senders directly into Trash.

Unwanted Emails Shouldn’t Be Marked As Spam

Unwanted emails sent from legitimate mailing lists that you signed up for shouldn’t be marked as spam. Marking them as spam is just bad karma because email providers will penalize the sender, thinking they are a spammer, when they are not. Again, use [SaneBlackHole](#), or unsubscribe from the mailing list if you’re confident in the sender’s integrity.

4

Bold Key Phrases

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If your email is on the longer side, highlight key words or sentences in bold. This will make your reader’s job easier and you’ll be a more efficient communicator. Don’t do all caps (THAT’S YELLING!) and don’t bold too much—it will lose its impact.

Don’t Fill Out The Recipient’s Address Right Away

Have you ever had fast fingers and hit “send” before finishing the email? From now on, leave the “To” field blank until you’ve proof-read the email.

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Forward Multiple Accounts Into One Inbox

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There are reasons to keep multiple email accounts (work, personal), but if you have more accounts than that, it's much easier to have one place to check your email. In most email interfaces you can forward multiple accounts into one inbox, and you will not only be able to send "from" any of these accounts, but also be able to automatically reply from the address an email was sent to. [Here's](#) how to set this up on Gmail.

Don't (Always) Email

Before you hit send, review the email and evaluate whether the message will suck you into a long thread. If so, pick up the phone or walk over and speak to your colleague in person.

8

Use Templates

9

Ever find yourself typing the same sentences over and over? Then you should be using email templates. Read through your sent mail and see what types of messages you are regularly sending, then put them in a template.



Gmail Canned Responses



Yahoo Mail Templates



TextExpander

Don't Be The CC Backseat Driver

Chances are if you're on the CC line of an email, the sender thought you should be aware of the message, but they probably don't need a response from you. Unless you're specifically asked a question, let the people in the "to" line handle it and maybe sit this one out?

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Always Check If You're BCC'ed (Not CC'ed) Before Hitting "Reply All"

BCC is kind of a dirty trick—only the sender knows that you got the email. And there's nothing more embarrassing for the sender than to have you "Reply All." You just made that person look sleazy for trying to hide something from everyone else. (If you're the boss then it's okay, of course).

To File Or Not To File, That's The Wrong Question

It's advantageous to have several general folders meant for filing once action has been taken or for storing reference-type emails. Don't go overboard with folders though, because an overly complex filing system quickly loses its effectiveness. A good rule of thumb is once an email is opened, execute an action before moving on to the next email or task. Does it need to be stored for reference? Do you need to respond? Take action on each message before moving on.

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Don't Use Your Inbox As An Archive

If you don't do this, skip to the next tip. But if you do, listen very carefully: using your inbox as an archive goes against every productivity method out there. It's the equivalent of keeping all your snail mail in your . It's terrible for your productivity, and for your subconscious. Don't do it. Archive it all now—right now—and start fresh.

To Archive Or To Delete?

Either option works, but if there's a 0% chance you'll ever need to see that email again, even as a reference, then you should probably delete it. Remember how large Gmail's 1GB storage seemed when it launched? As cheap as storage is nowadays, some messages simply don't need to be saved.

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The Death Thread Spiral

Email threads can quickly balloon into dozens of emails and numerous recipients. Before continuing the thread and adding to the douchery, decide if a) a phone conference is better, b) some people deserve to be removed from the thread, and c) it makes sense to start a new thread.

Don't Put Images In Your Signature

They look like attachments, and make things really confusing. For example, looking for an email with an actual attachment becomes painful. And if this email becomes a thread, this image can get replicated to the bottom of every single email. Seriously, don't do it.

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Don't Be A Sissy

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It's much easier to be an asshole by email than in person. If you're avoiding confrontation by using email as a means of communication be prepared for the situation to worsen as opinions and emotions become blurred. Step up to the plate and handle difficult situations like an adult.

@ In Front Of A Tweet Is A Direct Reply

This has nothing to do with email, but too many people make this rookie mistake, so we're going to fix it. If you start a tweet with @, it's a direct reply. That means only: a) the twitterer (is that a word?) with that handle and b) anyone who follows both you AND the twitterer with that handle will see the tweet! So stop saying "@sanebox changed my life"! It doesn't do us any favors. Say "Hey everyone! @sanebox changed my life!" Or just "Yo @sanebox changed my life." Anything before the symbol @ will work, people!

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The percentage of important emails an average inbox receives. The remaining 62% are still legitimate emails, but they don't deserve to interrupt your day.

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Short And Oh So Sweet

Email is a to-do list. Treat it as such.

Guest Hack by **Alex Wilhelm**
thenextweb.com



Turn Emails Into Tasks And Archive Them

One trick that has always helped me keep my inbox count down is to extract the actual tasks or things to do from emails and put them into a task manager or to-do app (I use [Remember the Milk](#) and [HabitRPG](#)). Then I label the email '!T-Tasked' (so the label floats high in my label list) and archive it. This alleviates a lot of mental weight.*

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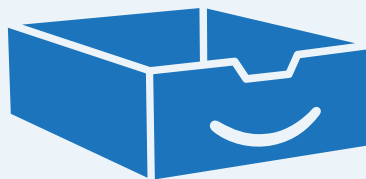


Guest Hack by **Kevin Kaland**
wizonesolutions.com

CHAPTER 2

SECURITY ANTI-HACK

Nowadays, it seems as if one friend's email account gets hacked every week; and at least once a month a major website gets hacked. Here's what you can do to stay safe.



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An Unhackable But Easy (for you) To Remember Password

Everything lives in your email, so it's critical to have a strong password for it. Here's how. Think of a phrase (like a refrain from a song, or some sentence you remember by heart) and make the first letters of every word your password.

Think of a sentence, something like "I like walking in the park on a sunny day," or a refrain from your favorite song like "Billie Jean is not my lover, she's just a girl who claims that I am the one" and take the first letters of the words. In the latter case, it would be BJINMLSJAGWCTIATO—nearly impossible to crack, but super easy for you to remember.

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Be Hardcore

If you use multiple devices, you can sync the file via [Dropbox](#) (just make sure to have a really strong password for your Dropbox; use steps 21 above).

Do A Poor Man's Backup

Just forward your email (automatically, not manually) to another account. If you somehow lose your main email (i.e. your provider goes down or your account gets compromised), you'll always have a copy of all your emails in another account.

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Don't Be An Idiot

Sending passwords or credit card information through email isn't the best idea. You'll notice that developers (i.e. people who know how the Internet works) never do it. Send part of it via SMS or Skype (you can delete a message on Skype after the recipient has read it). Please understand that none of the emails you send are private, just ask David Petraeus. Think of it this way: don't send anything through email that you wouldn't want displayed at the Super Bowl halftime show... oh awkward, does that still sting, Janet?

CHAPTER 3

INBOX ZERO HACKS

Inbox Zero is not just “having no emails in your inbox,” it’s also a process for how to achieve that state consistently. It’s based on the Getting Things Done ([GTD](#)) principles and it takes a lot of discipline, but there are some hacks. The main premise of Inbox Zero is to never read the same email twice. There are only 5 possible actions for each email in your inbox: Delete (or Archive, depending on your personal preferences), Delegate, Defer, Respond (if it takes less than 2 minutes) and Do (actual work).



Delete Or Archive

If you can tell by the subject line and sender that the email is not important, just delete or archive it without opening. It's critical to process these messages in bulk (SaneBox can help with that).

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Delegate

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If there's a poor sucker who can deal with one of your emails, by all means, forward it on. One helpful hack is to use SaneBox's Reminders [feature](#) or [Boomerang](#) to remind you if the person you delegated to doesn't get back to you by a certain time.

Defer

If an email is not urgent, or not actionable until later, most people tend to leave it in the inbox. The problem is this causes you to look at it (i.e. spend time and focus thinking about it) every time you look in your inbox. A much better way is to move it out of your inbox. SaneBox offers yet another tool for this: Defer Folders. Move an email into one of them, and the email will pop back in your inbox tomorrow morning, on Monday, or at any other predetermined time. This way you don't have to worry about it until it becomes actionable.

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Respond

If an email is really urgent, or if a response will take under 2 minutes, reply right away. Don't waste time thinking about what to do with it.

Do

This is for emails that actually require work. No hacks here!

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Email Triage

I always shoot for Inbox Zero every night. To do this I use a method called triage: every so often I check my email and sort each incoming message into one of three types:



Read & Delete

Short messages that require no response.



Answer Now

Short answers and replies that I can complete right then and there.



Star for Later

Star and archive everything else.

I never let a starred email last longer than a week before I handle it. To keep track of the stars I use Gmail superstars [plugin](#) (In Settings, under the General tab, you will see a category named 'Stars'—simply drag and drop the stars you would like to enable) and the multi-inbox with a separate inbox for starred emails.

The average employee spends 13 hours a week reading and responding to mail. This means roughly 30% of their work time is devoted to managing their inbox.

30%



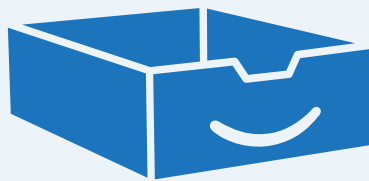
Stay Focused

Unless you're a customer service rep, your job description probably doesn't include responding to every email. Make sure "doing email" is one of your priorities, but not the default top priority. Dedicate blocks of time to clearing your inbox. During this time cut out all other distractions and stay focused. It can be helpful to set a deadline or even use a timer to keep you on task and motivated. Once time's up, close your email client and focus on your top priorities.

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CHAPTER 4

POWER HACKS



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Set Follow-Up Reminders

Let's face it, people are jerks and don't always respond to your emails. If you need to hear back from someone, set up a system to remind yourself. We recommend using [Boomerang](#) or SaneBox's Reminders [feature](#). If you haven't heard from the recipient by the time you specified, you'll receive a reminder. (Pro tip: Telling the recipient that you have set a reminder and will follow up by a certain time puts additional pressure on them to respond.)

Snooze Emails

If you ever receive an email that isn't actionable at that specific time, get it out of your inbox. We're talking an itinerary for a trip months from now, directions to your friend's wedding next year or an email you want to follow up on tomorrow, not today. These messages are irrelevant until the time you need them, at which point they become incredibly important. There are several ways to prioritize your mail. There's [Boomerang](#) and also SaneBox's Defer [feature](#) (just drag and drop the email to SaneTomorrow, SaneNextWeek or a custom folder to specify when you want the email back). With SaneBox you can also forward an email to <date>@sanebox.com, archive it, and it will reappear in your inbox on that <date>. The defer feature is particularly useful for travel itineraries.

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Shortcuts Are Your Friend

You don't need to go crazy with email keyboard shortcuts to become more productive. We'd recommend thinking of the five actions you use most often and learning the shortcuts for these actions. Here's a full list of shortcuts for:



Gmail



Outlook



Apple Mail

E-mail Prioritization Systems

Sign up for an email prioritization system like SaneBox or Gmail's Priority inbox. Let that system siphon off the unimportant email so that it never shows up in your inbox in the first place. Glance through this low-priority stuff at the end of the day. (You'll be able to delete most of it without even opening it.)

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Guest Hack by Wade Roush

xconomy.com

[@wroush](https://twitter.com/wroush)

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The Short Reply

This is in the Power Hacks section because, although simple, this is for real ballers. Replying to a lengthy email with a couple sentences or even just a few words is NOT rude. If you can effectively convey your response in just a few words there is absolutely no reason to add fluff. Don't even say "Hi, so-and-so." A simple "no" will suffice and will earn you lots of respect.

Become A Signature Pro

Don't go overboard with the email signatures. We already covered not including images (that's just terrible) but there's more to it. Include only relevant and useful information. Adding long quotes, stupid quotes, corny quotes, logos, funny video links, etc., is a complete waste of bytes and the recipient's attention. Remember to set up email signatures for your mobile devices, too! Replace the generic signature with something useful, like adding links which promote your company.

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Use Cloud Storage Links Instead Of Attachments

Dropbox and other file sharing services are a great way to share files. Just right click on the file you want to share, choose “Dropbox,” then “Share link.” Copy and paste that link into your email. Not only is this a much more efficient use of space, but it also allows you to modify the file, which guarantees that the recipient will always have the latest version of the site, when they click on the link. The same trick works with any other cloud storage service. SaneBox’s integration with Dropbox, Google Drive, Box, Evernote, and IBM SmartCloud is awesome.



The average professional receives more than 100 emails every day and the average employee receives more than 150 every day.

Never Fax Or Scan Again

If you are requiring people to download attachments, print them, sign them and fax them back or scan them and send them back, then you’re evil. [HelloFax](#) will solve all of your digital faxing needs.

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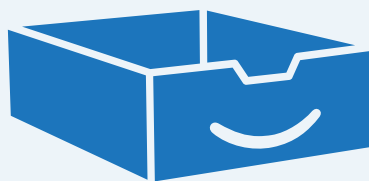
40

Scheduling For Pros

Avoid all the back and forth email tag when scheduling the best time. We prefer scheduling apps such as [ScheduleOnce](#) or [Calendly](#).

CHAPTER 5

THE SECRETS OF GMAIL



Best Gmail Feature: Undo Send

Be sure to take advantage of “[Undo Send](#).” It will change your life. From now on you can have up to 30 seconds to change your mind about sending that email to your ex. If you have shortcuts enabled, just press “z.”

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Don't Like Conversations View?

A lot of people can't get comfortable with the Conversations View on Gmail (where threads are grouped together), but few people know that it's really easy to turn it off (under Settings > General).

Always Scroll To The Bottom Of The Thread When Reading

The main problem with the Conversations View (if you do decide to keep it), is when there are 2 unread emails in the same thread, it's really easy to not notice the message below the fold. The solution is to always scroll to the bottom of a thread until you see this:

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Click here to [Reply](#) or [Forward](#)

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Use Canned Responses

This is another Labs feature you need to enable. It lets you save and use templated emails; also it saves you from retyping the same thing over and over (or copying/pasting from somewhere else). Another excellent solution for this is [TextExpander](#).

Use Shortcuts

If you're a keyboard shortcuts kinda guy/gal, you'll love these. Click [here](#) for the full list.

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Escape Gmail lockout

If you find yourself locked out of your Gmail account, an option is to visit their [password-assistance page](#) and fill out their Account Recovery form.

Control Your Apps

If you use Google OAuth to log into other sites, use plugins on top of Gmail, or any other Google products (Calendar, Contacts, YouTube, etc), then you've given these sites access to your Google account. You should be very careful with this—not everyone is reliable or trustworthy. The good news is you can always view all sites the connected to your Gmail/Google, and you can revoke access to the ones you no longer use or trust. To do this, follow [these instructions](#).

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Search Hacks

Gmail was the first email service to introduce tons of free storage (2 GB at the time it launched, and now it offers 25 GB and people still complain). The key selling point for Gmail is that you never have to delete or even organize your emails—just archive everything and use the search function to find what you need. Unfortunately, most people just search for keywords and ignore the rich advanced Gmail search features. Click [here](#) to see the full list of useful search operators.

Quote Selected Text

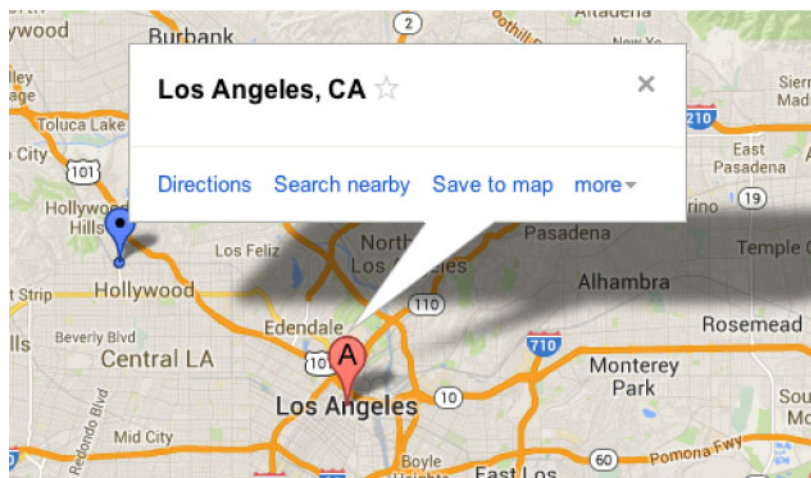
Simply just compose an email and click on the “Text Formatting” icon to add formatting. Here are more [features](#) that appear in a smaller window at the bottom your screen.

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Google Maps Preview

Enable Google Maps Preview in your Gmail Labs section to automatically preview addresses mentioned in emails you receive. No more copying and pasting—just use your eyes.

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34%



A recent web-based survey found that 34% of emails are simply back-and-forth replies and 32% of emails should be communicated in person or by phone instead.

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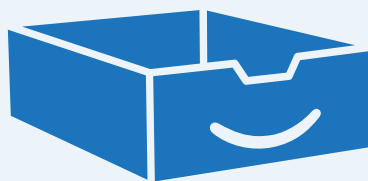
Mute Conversations

If a thread gets too annoying, just mute the conversation. It will disappear from your inbox, and reappear into the ‘All Mail’ archive, instead of landing in your inbox.

CHAPTER 6

EMAIL ETIQUETTES TIPS

Surprisingly, the average time it takes to respond to an email is greater than the time it takes to create an email. So an hour spent sending emails generates over an hour of work for someone else. This is just terrible. The good news is we have the tools to stop this. Follow the tips below to make life better for recipients of your emails, and they'll do the same for you.



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Use The Subject Wisely

This might seem obvious, but you'd be surprised how many people just scan the subject line and delete the email if it doesn't seem relevant to them. Put a call to action into it. "5 things I need you to do tomorrow" is much better than "Things." It also makes searching for mail much easier. Consider using such terms as [Time Sensitive] and [Action Item]. If you put 'NNTR' in the end of the subject line (this means No Need to Reply), it will make the recipient feel good knowing they can just enjoy reading your email and not have to do anything.

If you can fit the entire message into the subject line, put 'EOM' (End of Message) at the end and they won't have to open the message. If an email contains no actionable items (requests, questions, to-dos, etc.), add 'FYI' to the subject line to tell the reader of your intentions upfront rather than leave them wondering what they're supposed to do with your email.

No Open-Ended Questions

Have you ever put "Thoughts" at the end of a long email? If you answered yes to this question, then you are evil. Instead, be specific. Say, "Do you think we should do X, Y or Z?"

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No Useless Responses

If you find yourself replying to emails with one word such as, "Awesome!" or "Thanks," you're evil. If someone RSVPs to your party invite with, "Sounds fun, I'll be there," then it's useless to reply with, "Cool." Don't waste your time or theirs. The conversation has run its course.

If you've been CC'd in a message requesting a bunch of people to complete and return an actionable item, don't reply all just to say, "Will do," unless your organization has specifically addressed and asked for such group communication. A pointless, "Will do" further adds to the inbox congestion. See Hack #66 for more.

The Courtesy Forward

When forwarding emails, cut the unnecessary content. There's probably no need for the recipient to see the entire conversation or even the entire message, so don't waste space or time with useless content.

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Don't Bury The Lead

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If you're writing an email that has action steps, list these items first, followed by the content. Most people reverse this process. However, by adding the action steps first, you are effectively giving the reader context to the action items, and you are automatically helping them construct a plan of attack before they are even done reading the email. #Smart.

Keep Your Font Size Reasonable

Using huge fonts for your emails is really annoying. Colors are even worse. Stop it.

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More On Attachments

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Label attachments correctly. 'Image#1.jpg' or 'example.pdf' or 'screenshot1.12.2012.pdf' usually are not helpful, and they are hard to search for later. "Blue_Banner_v1.jpg" is a much better option.

Address The Entire Email

Do your best to answer or at least address every question contained in emails you receive. Skipping or ignoring important questions leads to unnecessary back and forth communication and false assumptions being made by one or both parties.

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“Tear Down This Wall”

Add white space wherever it's appropriate to break up long emails. This helps the reader process the information and it reduces the chance that he/she will get lost in the text. Avoid walls of text!

Drop The Automatic Signoff

No, this isn't your email signature. The signoff is a concluding phrase such as, “Best regards, name” or “Peace out, dude.” Although these seem like nice enough signoffs, they won't fit in every situation. Before you make the mistake, take off the automatic signoff. Instead, use [TextExpander](#) to create custom signatures for different cases. For example, typing, “brj,” will spell out, “Best regards, John.”

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Who, What, When, Why, Where

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Asking multiple questions at the same time is an ineffective way to communicate. The same goes for multiple topics in one email. Try your best to keep each email to one topic of conversation. This is a much simpler and efficient way to communicate; also, it makes searching for the conversation in the future much easier.

Continuing The Conversation

If you receive an email with multiple questions or items that need to be addressed, consider using the following format:

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>When did you run into steven glansberg?

Yesterday

>What did he say?

Nothing, he's Steven Glansberg...

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Stay Classy, San Diego

The recipients of your messages can't hear the inflection, tone, or pitch of your voice, which means you need to be mindful of your word choice. Be especially careful of sarcasm, which can come across as rude more often than not. On a related note, adding, '!!!!!!!!!!!!!!!!!!!!!!!!!!!!' to the end of a sentence doesn't help convey importance; it just shows you know how to hold shift+1. If you want to add emphasis to something, use your words. Adding emphasis through well-constructed sentences is far more effective than using an onslaught of exclamation points.

Utilize Numerical Lists And Bullet Points

If your email contains numerous questions, tasks, or takeaways, it's best to use numbers or bullet points.

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Wait! Are Sure You Need To Click Reply All?

Every time you send your response to the whole thread, a puppy dies. From now on, think about who actually needs to hear your response before clicking 'Reply all.' Maybe you only need to CC a couple of people on the thread, maybe you don't need to CC anyone.

What Attachment?

Be polite and notify the recipient when you include an attachment in an email. This lets them know there's additional information to be seen. If, for whatever reason, there is no attachment or you forget to attach your item, they'll immediately know something is missing.

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What Are You Talking About?

Try to summarize your email in the first sentence or two. And make it bold. Also, most email clients and providers offer text previews, which allow recipients to start formulating their response or determining what action to take on emails without even opening them.

How Long Is Too Long?

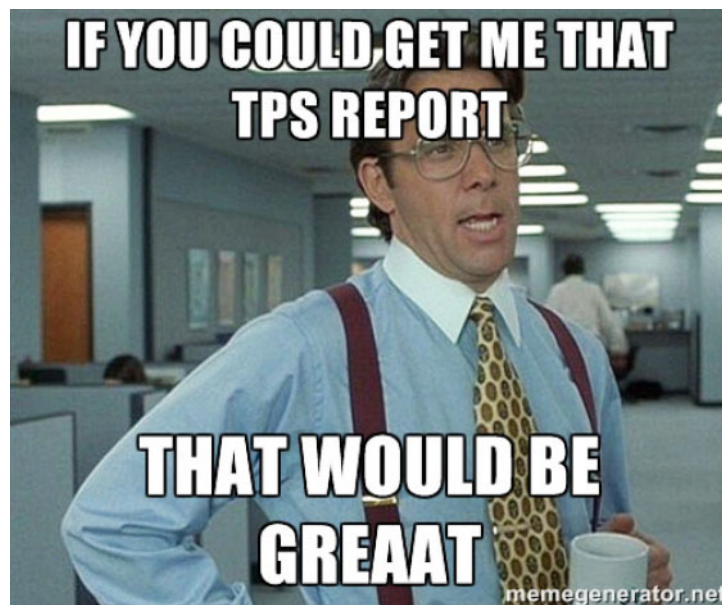
Email threads are helpful in organizing communications between two or more people, but it's important to remember they're a double edge sword—organization can quickly turn into complete and utter chaos. To prevent emails from being lost and communication being blurred, you can start a new thread simply by changing the subject line.

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“Aahh, Now, Are You Going To Go Ahead And Have Those TPS Reports For Us This Afternoon?”

If you need a response by certain time or date, make note of this in your email, ideally in the subject line (e.g. “please reply by 4pm” or “action required: reply by Monday.”)



Use Emoticons Sparingly, Very Sparingly

Oh, how we all love emoticons! They offer an easy alternative to expressing our thoughts and feelings in actual words. What could be better!? If you can't resist using an emoticon or two or three, just don't go overboard with them. That's all we ask.

And if you aren't sure where to use emoticons, [this extension](#) can help you spruce up your emails with emotions.

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Change The Subject

When you respond to an email thread, change the subject line to reflect the nature of your specific contribution to the dialogue.

Guest Hack by **Jon Orlin**
TechCrunch
[@jonorlin](#)



Brevity Is Key

Learn to write short emails and encourage others to do the same. Email can be very effective and efficient when you keep it simple. You could try your hand at the three sentence email approach ([here](#)), having emails be three sentences or less.

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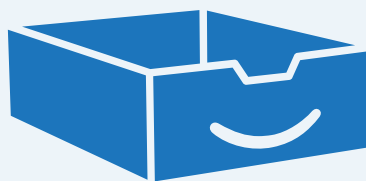


Guest Hack by **Remy Bergsma**
[emailmarketingweb.com](#)
[@remybergsma](#)

CHAPTER 7

TRAVEL HACKS

When you're traveling or at a conference, the chances of you hitting Inbox Zero are at...well...zero. But it's even more important to follow the rules outlined in this book, not only so you can stay afloat on the road, but also to make processing the one million emails that will inevitably pile up in your inbox much less dreadful.



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Mobile=Important, Desktop=Can Wait

When your time is even more limited than usual, it's especially important to make sure your mobile inbox is used only for important stuff. Processing loads of unimportant emails is particularly hard on mobile. Use OtherInbox, Unroll.me, or SaneBox to get unimportant email out of your inbox. Then when you're back at your laptop, you can process them in bulk.

Emails Shouldn't Interrupt Your Vacation

SaneBox customers can setup 'Custom Snooze Folders' which are awesome when you want to defer emails until a certain date. If you're on vacation, we recommend setting up a Snooze Folder for the day after you get back, effectively snoozing unimportant emails until your vacation is over. Brilliant, we know.

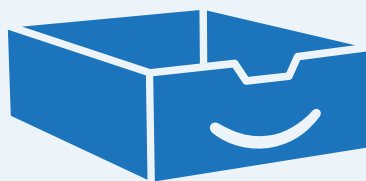
75

CHAPTER 8

AWESOME EMAIL APPS

In recent months there has been a lot of noise about email being an “outdated medium” and about the need for another service to replace email. The reality is email is not an end product—it’s a platform for sending and receiving information. And, as with any other platform, there are lots applications on top of it that solve a particular problem. Chances are, whatever problem you have with email, it can be solved using a combination of these tools. Here’s a brief overview of our favorite email apps, in no particular order:

Note: Look beneath the website to see which email clients are compatible which each app.



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SALES NAVIGATOR

LinkedIn Sales Navigator for Gmail is a chrome extension that allows you to view rich LinkedIn profile data for your contacts directly in Gmail. You can use that data to guide your networking efforts.

<https://business.linkedin.com/sales-solutions/compare-plans/sales-navigator-for-gmail>

Rapportive Power Hack

If you ever need to find someone's email address, use an email permutator like this one: bit.ly/name2email and enter their name and domain. It will spit out a list of possible combinations. Then, when you enter them into your Gmail Compose window, Rapportive will tell you which email is correct!

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BOOMERANG FOR GMAIL

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Boomerang lets you type an email and schedule it to be sent out at anytime in the future. Boomerang can also remind you if an email you sent didn't receive a response.

www.boomeranggmail.com
Gmail, Yahoo Mail, Outlook



This piece of magic scans your incoming emails for signatures, then creates (and keeps updated) a contact entry in your address book for all the people who sent you signed emails. Super simple and brilliant.

79

www.evercontact.com

Email, Outlook



80

Marketo Sales Connect helps quickly drive more pipeline with coordinated sales and marketing engagements, which will help increase productivity and identify the best prospects.

<https://www.marketo.com/software/marketo-sales-connect/>



Yesware is a sales productivity platform. A sales engagement platform designed for sales professionals and account managers.

81

www.yesware.com

Gmail & Outlook

Templafy^T

Document Anarchy Solved

82

Templafy keeps your company documents, presentations, and emails organized and standardized to help promote an on-brand, professional presence.

<https://www.templafy.com/>

1Password

1Password remembers all your passwords and other sensitive information so you don't have to. Keep your digital life secure, always available, and safe behind the one password that only you know.

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textexpander[®]

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As mentioned in previous hacks, this app lets you create little acronyms, which automatically get expanded into a sentence or a paragraph, saving you from typing the same thing over and over again. For example, whenever you type "PLMK," what will appear is "please let me know." This app is especially great for sharing links or writing long sentences.

<https://textexpander.com/>
Mac only

Shift

Shift is the desktop app for streamlining your accounts, apps, and workflows, from Facebook, Messenger, Slack, and WhatsApp to Sanebox, Todoist, and all of your other favorite tools!

<https://tryshift.com>

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CloudMagic

CloudMagic is an award winning email app for iPhone, iPad, and Android. It works with all email services such as Exchange, Yahoo!, Outlook, Gmail, etc.

www.cloudmagic.com



ActiveInbox

ActiveInbox lets you focus on your work, instead of worrying about your emails, by turning Gmail into your task manager. Emails become trackable tasks, and thereby everything important eventually will get done.

www.activeinboxhq.com

Gmail

87



hiver.

88

Share your Gmail Labels with other Gmail users. Hiver turns your Inbox into a simple, powerful collaboration tool.

www.hiverhq.com/shared-mailbox

Gmail



Awayfind notifies you via SMS or a native app when you receive an important email, so you don't have to worry about checking your inbox. For example, if a person you have scheduled a meeting with today decides to blow you off, you'll get an SMS.

www.awayfind.com

Gmail, Outlook

89

90



Scrubly removes duplicates, merges matching contacts, deletes junk, and gets you productive again.

www.scrubly.com

Gmail, Apple Mail, Outlook

84% of executives, 83% of middle managers and 77% of employees agreed email is a necessary tool in their organization.



Gmail full? Find big emails to get your space back!

www.findbigmail.com

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92



This browser extension lets you customize your Gmail's look and feel, and also removes ads from your screen.

www.gmelius.com

Gmail

Contactually

Contactually helps you stay in touch with your network by categorizing your contacts and reminding you to reach out to people when the time's right.

93

www.contactually.com

Gmail

94

Other

OtherInbox categorizes your bacn (newsletters, notifications, etc.) so you can see it in groups like finance, travel, etc.

www.otherinbox.com

Unroll.Me

Delivers a daily report of your bacn, and helps you unsubscribe from the ones you don't want to hear from anymore.

95

www.unroll.me



96

Fantastical 2 is the calendar app your Mac has been waiting for.

www.flexibits.com/fantastical

mailstrom

If you didn't follow any of the rules in this book, and you still have hundreds of unread emails in your inbox, then Mailstrom can help you process them in a couple of clicks. Mailstrom sorts emails by both sender and subject, letting you get rid of emails on a large scale.

www.mailstrom.co

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droplr

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One of our favorite apps used here at SaneBox. Droplr lets you quickly capture and send screenshots, video & files with a simple link.

<http://droplr.com>

Available for Mac, Windows, and iPhone

zapier

Connect the apps you use, automate tasks, get more out of your data!

<https://zapier.com>

99

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RescueTime

Ever wonder how much time you actually spend being productive? What % of time do you spend on distracting websites vs. productive websites or applications?

RescueTime is a free app that sits in the background tracking what you're doing. It gives you a progress report to tell you how you're doing and also allows you to set specific productivity goals.

<https://www.rescuetime.com>

EMAIL SHOULDN'T HURT OFFICE PRODUCTIVITY. NOW IT DOESN'T.

Talk to a SaneBox specialist today to learn how to cut your team's email management time in half.

[Schedule a Demo >>](#)

