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Email Overload

By Terry Johnston

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Email overload is such a big problem that I believe your Site Pro News subscribers would love to read several practical tips for coping.

If you wish to publish this article in Site Pro News, please feel free to include it entirely or edit as you see fit. I think it would be beneficial to include the short bio and links at the bottom of the article.

If you wish to take part in our Affiliate Program, please join and replace my links in the article with your Affiliate link. (You can get to our sign-up page through this link: <http://www.emailorganizer.com>).

Should you publish this article please let me know when you put it on your website and/or include it in your ezine.

I look forward to your response.

Best regards,

Terry

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Email Overload – Coping Strategies

By Terry Johnston

We're here... the information age! Having fun yet? What's that you say.... too much information, finding the spammers are getting the best of you, facing a bloated INBOX everyday, too many friends are sending you those

silly jokes and greeting cards, dealing with a mountain of lists and ezines that you spend more time sorting & deleting than reading, can't find that "important" email in the haystack, can't meet those deadlines because you're so preoccupied with sorting out your email?

THIS is the information age? What, pray tell, comes next.... Perhaps "The Information Organization Age" – Bingo!

You've all heard the statistics:

- * Every day 8 billion emails are exchanged on the Internet.
- * By 2005 this figure will increase to 36 billion.
- * 81% of corps. that implemented email did so to improve efficiency
- .
- * The average email user in business spends at least 2 hours a day dealing with email.
- * According to Internet researcher Jupiter Media Metrix, by 2006 consumers are expected to receive an average of 1,400 pieces of junk e-mail every day!
- * Yada yada yada.

Resources:

Email organizing software does exist — check out:

<http://www.emailorganizer.com> and <http://www.amikanow.com> as well as websites that provide information that help with email overload such as <http://www.email911.com> and <http://www.OvercomeEmailOverload.com>.

Coping tips:

For those of you brave individuals who want to take a stab at manual organizing here are some practical, tried and true strategies:

USE MULTIPLE EMAIL ADDRESSES

Although most of you have already figured this one out, it's worth

mentioning because it's so fundamental to an anti email overload strategy. One way to think of your correspondence is Personal and Public. For instance, you can open webmail accounts (e.g. Hotmail & Yahoo!) for your public, not-so-critical correspondence. This could include registering when you download software and utilities from the net, marketing promotions, chat rooms and message boards. Your Personal address is reserved for higher priority business contacts, friends, relatives and associates. Although I now use email organizing software, hence my need for webmail accounts has diminished dramatically, at my peak I had well over a dozen accounts going. One caveat to this webmail strategy is that both Hotmail and Yahoo! are now applying strict minimum usage rules (they'll close the account if it's not checked in with frequently). Many people apply this strategy using POP accounts.

THE GOLDEN RULE

Help your friends and colleagues cope with their email overload by NOT contributing to it! You know how it goes: "do unto others..." It's the old

cause and effect thing. Unless they've expressed an interest, perhaps you can hold back on sending those jokes, greeting cards and CCing them on every-little-bit-of-business. While we're on CCing, it's important for companies to develop a policy on what to CC and to whom. If your company doesn't have a policy in place maybe it's time for you to be the Corporate Hero and...

DEAL WITH A MESSAGE ONLY ONCE

How many times have you read a message, flagged it for follow-up, came back to it, read it again, perhaps left it until you have more time, came back to it, read it again... then replied. This is not a very efficient use of your valuable time, is it? A great discipline is to deal with the message once. That is to say, once you've committed to reading it, reply right away before you go on to the next message.

DON'T REPLY TO 'EVERY' MESSAGE

That heading was hard for me to write because one of my pet peeves is when people don't reply to me. (I'm getting over it.) The fact is that it's NOT necessary to reply to every message. Especially with those one-word replies... like: Great, Cool, Thanks, Beauty etc. Remember the Golden Rule? Those short, sometimes meaningless, replies are often only contributing to the recipient's email overload.

CREATE FOLDERS

Most email clients allow you to set up folders. Although limited in scope, people, project and client specific folders can reduce a lot of stress, especially when it comes to finding a message. I know people who religiously

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go through their Inbox and drag and drop each and every message into a folder (including a trash folder). Time consuming and tedious yes, but in the overall scheme of things folders can make your email existence much easier.

SPAM BUSTING

Don't fall prey to the "oldest spamster trick in the book" – don't use the unsubscribe feature in spam messages (not to be confused with Lists and Ezines). Spam marketers and list providers use the unsubscribe feature to qualify email addresses! Do you see the irony?

You can consult with your ISP. More and more ISPs are providing spam filters. You can also forward the spam you get to the FTC. Send it to uce@ftc.gov

I hope these suggestions have brought you some hope. This list, of course, could extend to many more pages but I'd better let you go.... You've got tons of email to deal with!! Happy organizing!

Terry Johnston is Vice-President of Marketing with Caelo Software Inc. Caelo develops user-friendly

email organizing software <http://www.emailorganizer.com> [mailto: tjohnston@caelo.com](mailto:tjohnston@caelo.com)

Information Overload

By Chrisi Darrington

Information Overload by Chrisi Darrington

One of the most common things that will happen to a newbie, or even people who don't consider themselves new to the Net, is information overload. It's a very common problem that needs to be kept in check.

Here are a few tips on how to avoid getting lost in the sea of info inside cyberspace.

First thing to consider: What do you need to know? And what should you put aside to learn for later?

If you don't have a website to promote, you don't need to learn about promoting it at this point in time, right? This applies to anything you are going to read.

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Before you read it, ask yourself if you're ready to absorb and use the information. If you're not ready to use it, tuck it away for later. I do this everyday.

I subscribe to many different e-zines. What I look for are things to help my subscribers, as well as ways to promote my website, or make it better. I don't have time to read each article now, and I'm not ready to worry about promoting my site today, so I copy the articles of interest and place them inside a folder on my hard drive according to subject and interest.

They are there for me when I need them. I have downloaded many ebooks that I have not read yet as well. I'm not ready for the information today or this week, so I'll read them when I'm ready to use them later on.

This is how I prevent information overload. It's also how I satisfy my need to have things that I know I'll need and use later, but don't want to lose the opportunity to own them now.

Next: Look for things you need today. Do you want to have a newsletter for your website? Is your website built? If your website is built and you're ready to begin a newsletter, then and only then are you ready to learn how to set up a newsletter, and begin to learn how to become a publisher.

If this is the case, then **now** is the time to focus on this subject. The key here would be to focus on this subject until you understand everything you need to know about it.

One of the problems of information overload is trying to absorb information on too many subjects. Distraction is a bad thing that happens to all of us. You can avoid getting distracted if you set a goal, focus on that goal, and nothing else but that goal, until you've achieved it.

The other reason for information overload, that I can think of, is the big rush to make money. Have you ever known someone that is involved in a MLM program? They are incredibly enthusiastic for a week or two, maybe even a few months, but as time goes by they slow down and eventually they give up.

Why is that? It's because their **drive** was all about the fast buck. Their commitment was not based on a true job change. If their desire was to change their employment over to that

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particular MLM program, then it would change their whole outlook.

However, because they do not see the fast money and huge checks promised within a few months, they give up.

Don't be in a hurry to make a fast buck on the Internet. Think of this as your new job. It's not temporary; it's going to be something you're going to build over time. And in time it will be very good to you and you will earn money.

Did I say earn? Yes, that's it. You will ****earn**** money. The fast buck is not earned. People who make fast money just happen to be in the right place at the right time.

So, learn what you need to know. Try to focus on that subject until you understand it well enough to apply it. Then and only then move on to your next task or goal.

Keep information overload in check. It's a must for any marketer. Stay focused and you'll reach your goals.

Chrisi Darrington <http://www.netwoozy.com> Helping people understand how to profit on the net. To subscribe to Netwoozy's newsletter <mailto:netwoozy-subscribe@topica.com>



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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!