

Try these Six Steps to Slow Deluge of Unwanted e-mail

By K.J. McCorry

Source: http://bcbr.datajoe.com/app/ecom/pub_article_details.php?id=101593

August, 7 2009 --

You may have noticed that your e-mail in-box volume is growing. According to a recent 2009 Deloitte study, the average office worker could send up to 160 messages daily.

In 2001, there were more than 50 billion e-mails dispatched every day worldwide; in 2006 it was 6 trillion business e-mail messages sent.

And most of the e-mail we get we don't really want. According to another study cited by the London Times, more than 88 per cent of e-mails are considered junk by the average office worker including spam, newsletters, solicited and unsolicited e-mails.

Unfortunately, the e-mail volume is only going to grow bigger. Your first step to managing the e-mail volume is to reduce the in-box clutter. Develop an on-going strategy, using the following tips, to eliminate all the unnecessary e-mail from your in-box before it even gets there.

Get off subscription lists. Start now and unsubscribe to all those marketing and newsletter lists that you seem to have gotten on. With most marketing and newsletter type e-mails, there are 'unsubscribe' options noted at the bottom of the e-mail. Most are hyperlinks that will connect you with an e-mail marketing service, such as Constant Contact, that will automatically remove you from the list or provide you with alternate e-mail options such as preferred topics and frequency.

It is not to say that you couldn't get yourself back on the list through reactivation, but it will take you off the majority of unsolicited e-mails.

Check e-mail preferences with vendors. In today's world, most of our vendors and suppliers have us on their marketing lists. Some of these e-mails can be important information, and others are not. Most vendors have preferences to limit e-mails if you have an online account with them. Some preferences are by type of e-mails received others are by frequency. Log in to your account and check your e-mail preferences.

Set up e-mail rules, filters. Use the rules or filters function to help the initial sort of incoming e-mail. Some e-mail software will use the term "filters" and other software will use the term "rules," both are essentially the same function.

Filter and rule functions automatically move or delete unwanted mail before it hits your in-box. For example, you can determine that all e-mail messages containing a certain subject heading should be deleted before entering your in-box or that e-mail from a particular sender is automatically moved into a specified folder. When you set up a rule or filter, the incoming e-mail

will re-direct and move to a different file folder and is diverted from your in-box entirely. This is particularly helpful for distribution lists and/or newsletters that you may not need to see daily and could review on a weekly or monthly basis. This is also particularly useful if you have a friend who always forwards jokes or other unimportant e-mail that you can filter out automatically.

Create separate e-mail account. Create a separate e-mail address with free e-mail accounts such as Gmail or Yahoo and give this e-mail to certain organizations, online shopping sites and other Internet registry sites that require you to give an e-mail to log into their site. Keep your primary e-mail address only for friends and business associates.

Check junk e-mail settings. With most e-mail software there are automatic "junk" e-mail settings and preferences that can be set. Internet service providers also have junk mail settings and preferences as well. Find these preference settings and change accordingly. In Outlook go to Tools/ Options and under the first tab 'Preferences' click on the Junk Email tab. This will have a series of tabs with various options and settings to minimize junk e-mail.

Determine preferences with CC and BCC. If you experience a high volume of CC and BCC e-mail, consider if this is e-mail you need to be receiving. If not, let the sender know. Often, copies are sent because the sender is unsure of what others (usually managers or supervisors) want to see. Communicate to your staff and colleagues which distribution lists you would like to be on or off.

K.J. McCorry is chief executive of [Officiency Enterprises](#), consulting services that help offices become more productive, efficient, and sustainable with resources and time. She is the author of "Organize Your Work Day In No Time," released by Que Publishing. She can be reached at info@officiency.com .