Taming The Email Beast

Interview with Randy Dean
The Email Sanity Expert

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**Shelley:** Hi, everyone. It’s Shelley Holmes here from Align, Lead Inspire.com and welcome to our podcast today. Today we are privileged to have with us Randy Dean the totally obsessed time management guy and email sanity expert.

Today Randy is going to give you some great tips on how to tame that beast that is thriving on your computer. You’re thinking: what beast? Well, you know who it is. It’s the email.

First, a little bit about Randy. For years he has been successfully helping leaders like you to make the technology you have available to you work for you, rather than the other way around. He shows you how to manage your time so that you can get on and do that which you are best at, rather than chained to your desk and overload.

Randy has written two books. His latest is called “Taming the Email Beast,” which I’ve just finished reading through and has absolutely helped me and I’ll share a little bit with you about that in a moment.

In this book he features 45 case strategies for better managing your email.

So today you are going to get several of the very best tips from Randy’s new book, as we help you to tame your email beast. So, welcome Randy.

**Randy:** Welcome, nice to talk with you Shelley.

**Shelley:** Thank you. Now I think from personal experience most of our listeners today are experiencing some of the challenges that come with emails and time management. Otherwise they wouldn’t have chosen to download this call. But you present some interesting statistics in your book, “Taming the Email Beast.”

Do you want to talk to that a little bit for me, please?

**Randy:** Well, I sure will. It’s very interesting to see some of the things that are going on in the email universe right now. We’ve had email now for coming on about 20 years, most of us. When you do the way-back file and remember way back when, I remember when I first got my first email account, you could only send text-based messages and you could only send it to people who were in your building.

If you remember the days of the intranet versus the internet. And now, fast forward to today, you can send an email message to just about anybody across the planet simultaneously in real time and not only can you have a text-based message but you can have formatted HTML-based messages, you can attach significant file attachments, document spreadsheets, audio and video files, etc.

So it really is this fascinating amazing technology and tool. But there has become this dark side to it, which is that for a lot of people email is something where it’s almost getting in the way of productivity rather than assisting productivity because of all the capabilities that come on board.

Now you were talking about statistics. A couple of the interesting statistics that I have come across: About 30% of the users that are using email today are checking their email 20 or more times per day.

**Shelley:** That sounds like me. [Laughs]
**Randy:** Yeah. And that is something that is causing people a lot of problems, because if you are checking your email every few minutes - which that’s what the math comes out to - if you are checking your email that often ... in essence what you are doing is you are creating little interruptions all day long for yourself, making it very hard to maintain your focus on getting anything longer from being completed.

So what happens is, because you are checking your email all the time, you are taking projects that maybe would only take you 30 minutes to get done and you are making those same projects now take 45 minutes, 60 minutes and even longer because you are distracting yourself so often throughout the day that you can’t keep your focus long enough.

In a way it’s almost exacerbating those attention deficit disorder behaviors that a lot of people are claiming that they are falling into today. So that’s one interesting thing.

The other interesting statistic that I came across, which I find very telling, is that more than 50% of email users are now... professional email users, people using email in an office based situation, are now in essence doing more than two hours per day of reading, responding to and administering their emails.

So what that means is that if, say, somebody is working an average 8 or 9 hour day, fully a quarter of their day or more is on email activities. And in a lot of the programs and sessions that I’m leading, I’m finding people that are spending 4, 5, 6 hours a day doing email, just email.

And so, when you think about that, that’s a big amount of time to be committing on a regular daily basis in one single activity. But that’s not the most telling thing. I’ve been going around the United States, I’ve been over to Europe a couple of times, up to Canada a few times leading programs in this area, one of the things that is fascinating, I always ask people in my classes, large corporate audiences, large conference sessions, I ask people how many of you before today have actually had formal strategic level email management training?

And what I’m seeing is only about 1 to 3% of professionals have actually had formal training on the topic. So this thing that’s taken 25 to 50% of a typical professional’s day, this thing called email, only 1 to 3% have had training on how to use it.

So then I asked them: how did you learn how to use your email? And almost all of them to a word say, well, they gave it to me and I just had to figure it out myself.

So there’s this thing that is a massive amount of time in the normal office situation that almost nobody has had training in. This means maybe you have learned some good habits from yourself and from the people around you, but you have probably picked up some not so good habits, too. It’s those not so good habits that I think are really causing people to have lots of issues with keeping up with their email.

It’s also why a certain number of professionals are getting into this thing that we’re hearing about up here in the States called “email bankruptcy.” And what that basically is, it’s a fascinating concept; basically people just get to the point to
The Only Person You Can Change Is You

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where their email becomes so out of control they pick a date and a time where they send out a note to everybody in their contact list and say: “As of this date at this time I am officially declaring email bankruptcy. If you send me an email prior to this date or time with something important inside of it, you’ll need to send it again because as of this date and time I am deleting everything and starting over.”

Shelley: Wow.

Randy: So what I’m hoping to do with my book is save people from having to declare that email bankruptcy thing by sharing some strategies that will hopefully help them get their email account under control in the short term and then keep it under control in the long term.

Shelley: Right. In fact, that staggeres me. I had never given that much thought that people don’t actually get training on email. I certainly know that I never got training on how to manage my email.

I was visiting with a client just recently and we were talking about some of his biggest challenges and he flipped his computer screen towards me and said, “That’s my biggest challenge.” He had 2,000 unopened emails in his inbox. Now he was a CEO of a major company and both he and his assistant just couldn’t keep it together.

As you were saying in your book, 200 or 2000 it doesn’t really matter, strategies for taming that inbox are the same and avoiding having to go into bankruptcy.

What would be the first thing you would recommend to somebody who’s got that, rather than going into bankruptcy, what would be your recommendation to somebody? First tip.

Randy: One of the key strategies that I like to throw out with people is that I think you have to divide on conquer your email, according to the different types of emails that you are getting.

When I first went through the process of developing the strategies that are inside of this book, the first thing I did was I just took a hard, critical look at my own email activities myself. I figured what better place to start than looking at what I was doing myself.

And I noticed there was three distinctly different kinds of emails that I was receiving in my account. There was work related emails from clients, customers, co-workers, supervisors, etc. and they were really work related messages. They were things that were related to the work I was doing on a regular daily basis which sort of helped me make my living, so to speak, paid the mortgage, so to speak.

So that was the first kind. I had a second batch of emails that were coming from family and friends. More times than not, those emails tended to be what I like to call “jokes and junk.” So just sort of the fun stuff that family and friends start to banter back and forth across the internet air waves so to speaking, using email.

And then the third type of email messages that I was getting was unsolicited junk and spam messages. A lot of times coming from places out on the web where I was going out and submitting information to either make a purchase online or
gather information from an information provider online or possibly even through some of my social networking activities, Linked In and FaceBook and Skype and things like that.

And so when I looked at those different kinds of buckets of emails that I was getting, I realized maybe one of the first things I could do is divide and conquer here. I came up with a strategy that recommends basically to have three different email accounts, one for each of those buckets.

**So you would have a primary account, which is your work related account.** You use it for work related email communications and work related email communications only. You give it to your clients, your customers, your vendors, your co-workers, your subordinates, your supervisors and you limit the scope of the email related activities in that account to just professional activities.

Whatever you do, do not give that account address to those evil, devious family and friends. When you give it to your family and friends you know what they are going do. They are going to send you jokes and junk. That's what getting up here Stateside and I guess because that's what's getting down there, too.

So because of that what I’m recommending is you have a **second account for just your personal emailing activities, family and friends type of stuff.** With the goal being that with that second account, your primary nature for having that second account is that you use in your personal time. You don’t check that account much when you are at work.

As a matter of fact, there’s a couple of compelling reasons. First thing is this. I did a little bit of math on the personal email and I share this in a lot of my seminars. I got the crazy emails from my crazy Uncle Bob over in Chicago. He likes to send the jokes and junk, the goofy stuff.

When I get that stuff, because sometimes it's pretty funny I like to look at it. Well, if I get that in my work account, I've done the math on these things. You get an email from somebody and let's say it is a personal email with one of those attachable little video files. You know, the kind that you can link on it will upload and then it will play a little video on your computer.

I happen to get this one of this person who was working in the office cube farm, you know, the large corporate cube farm. He gets really upset with his computer. And so, what he does is he grabs a sledge hammer, which just happens to be strategically placed next to his desk and in the middle of day just starts breaking his computer into a million pieces. And because it’s a cube farm it’s really funny.

All of a sudden you see all of his co-workers popping up in the background looking over the wall to see what’s going on but they don’t want this guy to see them. So then they duck and it almost looks like American prairie dogs popping up and popping down, hiding from the person.

It’s one of the funniest videos you’ll ever see. And here’s the thing that’s funny. When you get something like that you are going to play it and then only before you forward it on to all of your family and friends because it’s funny, you’ll even jump across your office go, “Hey everybody. Come here. Check this out.” And you’ll play it through three more times.
Then you’ll forward it on to all of your family and friends yourself and then the last thing you have to do is send a tart little reply to your Uncle Bob thanking him for his goofy email. You just blew 15 to 20 minutes out of your day.

So because of that, in essence what you are going to do is get yourself into a situation where you are either going to have to stay 15 to 20 minutes later at work that day and/or leave 15 to 20 minutes further behind.

So that’s a couple of the reasons that you don’t want to do that. here’s the other reason. Here stateside the United States court system. I’m not sure if it’s the same down under, but...

**Shelley**: It’s very similar.

**Randy**: What we’ve found is that in the United States at least the court system has basically sided on the side of employers when it comes to electronic monitoring of employees, especially on email.

Here’s the argument that they have. They said, where did you get the email account? Who provided you the email account? Who provided you the work station? Who provided you the internet access? Who provided you the software? Who provided you the server access?

And if the answer to those questions are your employer’s and not you, what that means is it’s not really your email account, it’s theirs. And so if you are in there doing goofy stuff, you can get in trouble for that. I’ve even had a couple people in my programs that have been dismissed because they were goofing off in their email, so to speak.

**Shelley**: I worked for a company where we actually did dismiss someone because they had had inappropriate emails coming through.

**Randy**: Right. Right. So I always tell people, why even take the risk. If you are going to be doing goofy stuff in your personal email that’s your business, just don’t do it when you are at work where there’s a good chance that maybe you are going to be monitored when you are doing stuff like that.

And so, have that second account that you do on your personal time, before work, after work. If you want to look at it on your lunch hour, don’t do it at work workstation. Get up, leave your workstation, leave the building, go to an internet chat room or café or something like that and check your personal email there. So that way you separate your personal email from your work email.

And so that’s the second account.

**Shelley**: Randy, I’ll just jump in. what I was going to say was after reading your book I thought what a great idea. I actually set up a new account under the fantastic Google Gmail. And I’ve decided to call that my “feel good” account. In fact, since reading your book I’ve gone, my inbox had about 250 emails in it and today I’m just looking. It’s got 33, which is pretty good.

**Randy**: That’s great. That’s great progress. You’re going to have to tell me when you get to emails zero by the way.

**Shelley**: Not quite there, yet. [Laughs]
But what I did with this feel good account was, as I set it up I sent out an email to all my loved ones and said, look because most of my audience know that my whole thing is about being in the alignment and feeling good about life rather than focusing on the negative and things like that.

So I sent out an email to all my loved ones saying, look here’s my new email address. It’s just for you guys. It’s in Gmail but from here on in, I don’t want any jokes or any of those warning type emails about cancers and things like that don’t make me feel good. I only want things are going to uplift and make my spirit soar.

It was really interesting because I got… a few people just didn’t reply at all. But I got a lot of people saying what a great idea. Yeah, let’s stop forwarding those ones that make fun of other people or things like that and I think that’s something, too, to think about.

What’s your thoughts on that?

_Randy_: I love that idea. What in essence you are doing by doing that is not only are you sharing the information that this is the account you want your personal emails to go to, but then you are also framing the nature of the kind of communications you are getting so that it helps you maintain the outlook that you are trying to achieve in your life, a positive based experience with your life.

And so it’s a wonderful strategy and definitely the kind of strategy that is worth sharing. If you are going to go through the trouble of building a second account and notifying your family and friends that you have built this account for them, I have absolutely no problem with putting a little note in there of please make these messages uplifting rather than negative or discouraging or whatever.

_Shelley_: Well, now I know that when I click on that Gmail account, that I’m going to go there and feel good. That it is absolutely going to uplift me, put me in the space that I want to be in. Then I can get back to work.

_Randy_: Yeah, I think that’s great. In essence what it’s going to be probably a positivity and productivity enhancer rather than detractor and that I think is a wonderful strategy.

_Shelley_: Sorry for jumping in. so you got a third?

_Randy_: No, no, that’s great. And then I guess I should talk about that third account, before I forget.

_The third account is the one that I use for any kind of ecommerce related transaction._ When I say that if I’m going to make a purchase out on the web, if I'm going to start up a new social networking account, my FaceBook page, my MySpace page, my Linked In profile.

If I’m going to request free information out on the web. You have all these free information providers, PDFs and podcasts, all you have to do is provide your email. Well, there’s a reason they want to get your email address, which is that they want to start bombarding you with programs and strategies that you have to pay for in order for them to make their business model work.
And I have no problem with people using the internet and using email as a marketing channel, but I do believe that if you are getting all of those messages into your primary work account, or into your personal account, it's going to negatively affect your productivity and your happiness.

So have this third account for all of those ecommerce transactions. Here's the beauty of that. If you have made any commerce transaction recently you can watch that account for the specific information you need related to that ecommerce transaction, whatever that might be.

But if you haven’t been doing much ecommerce, in terms of social networking or purchases or information gathering, you know everything coming into that account is pretty much junk and spam. And so you can be brutally ruthless with the administration of that account. Meaning, you go in and one, two, three times a week and you just delete everything because you know it’s not critically important.

But if those same messages come in one at a time into your work account or your personal account, you are probably going to spend at least a few seconds on each message before you figure out that it’s junk or spam. This means you are going to lose a lot of time.

So that third account almost becomes like a manual spam filter for you. I think it will help you be a lot more productive in terms of how you administer those three different kinds of emails. So that’s really the three different account addresses that we are talking about here.

Shelley: So, Randy, somebody like you or I that if one of our listeners was looking to sign up to a list like your list or my list, would you put that in your business account or would you put that in like your work related account or would you put that in the junk/spam account?

Randy: It really depends on how critically related it is to your work related professional activities. If it’s a professional association e-newsletter which is exactly in the core heart of your business model and gives you information that is critically relevant to your position, to your title, to your company, I would probably still get those into my primary business account.

But if it’s anything less than that, I’m going to probably bias to have it go to that third account. One of the interesting little side strategies that I share in my book, though, is that there’s a way in Microsoft Outlook and some of the other top level programs that are out there, that you can take those professional e-newsletter type emails that you get and autofile them the minute they come in into a sub-folder in your account which is just for those newsletters.

There’s a way you can set up your rules to do that. so what I always tell people is yes allow them to come into your primary professional account, but then set up a rule so that any time it comes in it automatically goes out of your inbox and into that sub-folder. That way you just go out and read those e-newsletters when and if you have the time.

That way they don’t come in and clog up your inbox proper. They go into that sub-folder and it just helps you keep your attention on the work related emails at hand better.
Shelley: OK, cool. All right, faced with a whole bunch of emails coming in to that main work inbox then, can you share with people, because I was really intrigued by the three minute, one look rule in the book. Can you share a little bit about that?

Randy: Sure. And to give fair credit where credit is due, I learned this strategy about 20 years ago from a person named David Allen, who you may have heard of. He wrote the book, “Getting Things Done.” It’s one of those seminal reads for anybody who wants to be more productive and manage their time better.

I took a session from David about 15 years before he wrote the book. So I was one of the people who got to see him early on when he was out doing this kind of thing. And what he talked about back then and this was before email had become such a major problem. He said any kind of input you receive on your desk, any kind of input that you receive across your computer, phone call, whatever it is, when you get that input, there’s the thing called the “one touch” rule.

What the one touch rule, a lot of people have heard of is basically this: look at whatever it is. If you are going to make the agreement with yourself that you are look at whatever this new input is, be that on your desk, in your email or on you computer, you look at it one time and you decide what you are going to do with it.

So you don’t get into the habit of looking at stuff and then glazing it over and then coming back to it 2, 3, 4, 5 times. You make a decision. You make a hard decision what it is you are going to do with that input.

Well, what David Allen did that was so brilliant was he put a time based decision matrix on top of the one touch rule which basically says this: if you are going to give yourself the time to look at this new input, be that an email or any other kind of input into your office or desk or work station, if you look at that thing and you determine the thing that needs to be done inside of it is something that you can get done in three minutes or less, you do it right now. In essence he was arguing you want to get critically ruthless with knocking out quick little things, anything three minutes or less. See the real benefit of doing that is that if you get into doing that you can very quickly most days clear out the quick little stuff and get it out of the way. Just keep it moving. Keep it flowing like a river of productivity, so to speak, so that things don’t get dammed up.

Then by doing that what it will allow you to do is after you get through those quick little things, that gives you more time and focus to really get to the bigger, more important things and spend some significant time on those things, rather than just shuffling papers and rereading emails over and over and over again.

I think it’s a critically ruthless habit that will allow you to stay on top of your email account and keep the email numbers at a much lower rate if you can follow that three minute, one touch or one look rule when it comes to your email.

Shelley: Great strategy.

Randy: I guess one little follow thing. People say what if you got something that is going to take longer than the three minutes?
Shelley: Yes. That was my next question.

Randy: Because it is the next natural question that comes out of this. What I always tell people if you have got something that is going to take longer than three minutes, then what you want to do is one of two possible things.

You could either print the email and stack that email along with all of your other paper based inputs into what they call a priority file. When you do that what you want to do is end up with the most important and/or urgent thing you have to work on, on top of the pile, the least important and/or urgent thing on the bottom of the pile.

Then basically everyday you just work from the top of the pile, which means you are working on the most important and/or urgent stuff most of the time, longer formed tasks and activities.

That’s one thing that you can do. The other thing that you could do and like Microsoft Outlook, Group Wise, Lotus Notes, some of the bigger ones will allow you to do this. You can convert an email into a task. And in Outlook it’s as simple as selecting the email, keeping it selected and then dragging it with your mouse and then dropping it right onto the task icon in your Outlook.

What happens when you do that is your Outlook will autocreate a new task, which is basically the title of the email and then down in the notes field you will have the entire body text of the email there, including the active web links that might be inside of that email.

Now, of course, a lot of times the title of the email isn’t the task you have to get done. You overwrite the title of the email with the actual task you need to do, set up the due date that needs to be on, the project that it’s related to and now you have converted that email into a defined task inside of your task list.

By doing that that’s more of a green strategy. You don’t have to use all that paper so to speak. And I really like that. I’m using that probably 70 or 80% of the time now, vs. printing out emails and putting them into a priority file. I think it’s more efficient and it’s obviously better for the planet, too.

Shelley: So what if people are finding themselves being caught up in the cc war? Lucky now that I’m working on my own and I don’t have that so much but gosh I can remember back when I was working in the corporate world, getting trapped in that cc game just seemed to be an awful thing.

Have you got some strategies to help people extricate themselves from that?

Randy: It’s so fun. I always talk about in my program the most dreaded email you can receive and I’m sure you have received this email yourself, Shelley. It’s an email that is seven pages long. It’s been forwarded four times previously.

At the very top of it, whoever sent it to you has one little sentence at the top that says, just thought you would want to know.

What do I want to know? This thing is seven pages long. Do you think I’m a mind reader? I have no idea what I want to know here. And what I will usually do in that situation or there’s these three little letters and I wonder if you have the same thing down there: FYI.
Yeah, I think FYI emails should basically be outlawed. What’s funny is when I do my programs up here in the States, I’ll ask the question. I’ll say, “How many of you have too much email?”

A bunch of people will raise their hands. Then I’ll ask them a second question, “How many of you get FYI emails?” and those same people will raise their hands.

I’ll go, “How many of you when you are too busy because you got too many emails if you get an email that says FYI you just ignore it?” And you’d be surprised. About half of the people that are having the problem don’t even read FYI emails.

So I’m telling people now that FYI basically stands for: for you ignorance. It doesn’t really… a lot of people are just glazing over these things because they are too busy on task related emails. So what I’m telling people to do in this day and age is when you are getting emails that you are forwarding on or carboning people to or replying to, make sure you don’t leave it vague.

Don’t at the very top say: FYI or just thought you would want to know or anything like that. Give very clear as to what the desired action is for the recipient of the email. Rather than saying just thought you would want to know, tell them. Look at page two, paragraph two, line three. There’s an open ended task that we need to get done for our client that needs to be done by this date and this time. Can you please handle that?

And if you can give them that kind of precise, specific information you just changed this vague email which is likely to be either ignored or misunderstood into a very clear and concise task driven communication.

By doing that all of a sudden you have created power and action and confidence for the person receiving the email. So that’s one of the key things. If you see it’s seven pages long and the action item is on page two, is it possible for you to delete the text from pages three to seven?

Make it as concise as you can make it. A couple more reasons to do that very simply is this: everything time that an email is forwarded and the header of that email you get a whole bunch of email addresses. Somebody that’s a spammer gets hold of that email they got a whole slew of new names they can put into their spam list. The tighter you can make that the better.

The other thing is sometimes people will forward emails that have already been previously forwarded out to a broader group of people and I’m sure that you have probably seen this before. Have you ever seen a situation where two people are having an email conversation and it might be, say, about a third person, a coworker.

Maybe it’s a personnel issue or an emotional issue or something like that and then the email keeps getting forwarded and at some later point it gets forwarded out to the entire much bigger list of people, including...

*Shelley:* That happened to a client of mine last week and she was mortified.
Randy: Yeah, including the person that was originally talked about. That’s a great way to make the day at the office more interesting. Things are a little boring, try that strategy out. It’s a lot of fun.

What I tell people is get concise. Get rid of the unnecessary information that you might be forwarding on and get very clear. And then one final thing that I always tell people is this: try to have any email that you are forwarding or carbon copying on to somebody rather than making them FYI, make them task based.

I follow a general rule. It’s not a perfect rule but it’s a general rule. Any person receiving the email message on a carbon copy list, every single one of those people should have a task they have to do by receiving that message. If they don’t have a task did they really need to get that email in the first place?

I think if you can start to follow that… like I said, it’s not a perfect rule. Major change in the corporate benefits policy, I want to get that email but anything less than that I want to make sure my emails that are going out all recipients each one of them has a defined task that they have to do.

And I think by doing that you will see the amount of unnecessary carbon copies, forwards and replies drop dramatically. So I think that’s a really good strategy. The other thing I’ll say related to this is if you got an email that is very complex, complicated, difficult to understand, maybe emotional in nature, confrontational, should you really be sending an email in the first place?

Yeah, pick up the phone or go find the person. Have a face to face or a direct verbal conversation by telephone, because it’s going to save you time in the long run versus getting into what I like to call “email pingpong” or “email table tennis,” where you send a message and then somebody says you mean this? No, I mean this. No, what about this? And it just keeps going back and forth and that’s a crazy waste of time, too.

Shelley: We could spend an hour on that. [Laughs]

Randy: Oh, yeah, absolutely. So that’s one of the other things that I talk about when it comes to basically keeping those carbon copies under control. First, just make sure the information if very specific as to why they are getting the message and what it is they need to do from getting the message.

Then, too, don’t do emotional, confrontational, complicated stuff by email. Do it by voice. Do it in person. It’s going to make things go much, much quicker and more efficient.

Shelley: Even though it might feel a bit frightening in the first instance, it absolutely … I’ve written a couple of articles on that myself.

Randy: I think you’ve got something there. a lot of people these days, I think they are hiding behind their email, rather than addressing issues face to face or in person the way they really should be dealt with.

Shelley: Absolutely. And it misses the other one, seems to be hiding behind these days.
Randy: Yeah, absolutely. And that’s an bigger issue when you’ve got all that instant messaging going on because that can even contribute even more to that crazy behavior of constant checking of your electronic communication system.

[Laughs]

Shelley: I was just thinking as you were talking. I guess doing it that way in terms of making sure that people have actions to do and things like that in the cc, you are actually role modeling to others how you want them to do it to you.

I guess you could probably send out an email to everyone saying: look this is how I’m going to handle emails in the future. I would love it if you could reciprocate.

Randy: One of the things that is interesting is when I cover this topic, this whole cc topic, it’s a couple of slides in my normal presentation but I always stop after I get through these two slides and I say: think about what we just talked about here and whether this might be something that might make a really good little brown bag luncheon at your work place.

Get a group of people that you work with, talk about this topic or overuse of carbon copies, overuse of FYIs, using cc messages or forwards or replies in inappropriate situations.

Maybe set some ground rules within your department or your organization about what’s right, what’s not right within your team. You will see a pretty dramatic and rapid drop off of unnecessary messages, which helps everybody in the organization.

Once again, getting people refocused on using their email as a tool for long term productivity, rather than overusing it for information distribution. So I think that’s the way you take a look at this.

Shelley: Yeah, that’s great. I’ll tell you what, we’re just about out of time. I can’t believe how quickly it’s gone. There is so much that you have covered in your book that, as I said, I have gone from 250 odd emails down to 33 in the space of a week. It’s just, the book “Taming Your Email” is just a fabulous book.

How can people get onto you Randy in terms of finding out more about your courses and your programs and maybe even purchasing your book?


Shelley: Fantastic.

Randy: So, if you are here Stateside and you happen to be listening to this, you can probably go into about any bookstore some time middle to late first quarter 2009 and find the book.

We’re selling the e-book right now out on the web for anybody globally through my primary website which is emailsanityexpert.com and that’s email without a hyphen, just emailsanityexpert.com.

Go to that site. You’ll find out a bit more about me, about my onsite training programs in this area, as well as both my book and a longer form audio program
that I have on the topic, sort of a self-study audio program that we have developed in this area.

So that’s one place. They can also learn a little bit more about and my broader nature of programs because I do things in time management, office clutter management, utilizing Microsoft Outlook more efficiently, things like that at my other website which is www.randalldean.com. Those two sites are probably the best two places.

If you go out on those sites, there will be more information about the book launch as we get closer and closer to the actual date of launch. But of course, like I said, you can get right out right now and get into the e-book or related audio program.

That’s really the best place to follow-up and get additional info.

Shelley: Right. And look I can only highly recommend it because it certainly has had complete impact very quickly on my email box.

Well, Randy, thank you so much for your time. I really appreciate it. I look forward to working with you again some time soon.

Randy: Oh, that sounds great, Shelley. Hey, can I give them one final bonus tip to leave them with?

Shelley: Absolutely.

Randy: OK, here’s what you do. If you are a PC based email user, working on your primary professional account, corporate type account, say, like a Microsoft Outlook, Lotus Notes, Group Wise... sorry, Mac users it won’t work for you but try this.

If you get what you believe is a junk or spam message into your primary account, single left click the message, don’t double click it because that will open up the message and obviously you don’t want to do that if it is junk or spam. Single left click the message to select it, then hold down the shift key and hit delete.

By holding down the shift key and hitting delete, rather than it going into your deleted items folders, it’s gone. It’s completely blown out of your email system. And that allows you in real time to basically act as your own manual junk and spam filter. So try that on as a little bonus tip. I use that probably 30 to 50 times a day, knocking out unnecessary messages that have somehow snuck through my spam filter.

So that’s my little bonus tip. Try it and see if works as well for you as it does for me.

Shelley: Fantastic. Thank you so much, Randy.

Randy: Thanks, Shelley.

Shelley: It’s my pleasure. We have just added another tool to your breakthrough leadership toolbox, “Taming the Email Beast” which gives you more time to do what you do best, lead and inspire yourself and your people to be at your best.
Now if you want to get a transcript of this interview, please go to www.align-lead-inspire.com/RandyDean. If you aren’t a member of the Align, Lead, Inspire club then as a special offer you can join for one month free trial.

So this is Shelley saying goodbye for now until we get together again to align potential.

[Music]