

Inbox Zero

Polyrific Culture Talk #22

@polyrific

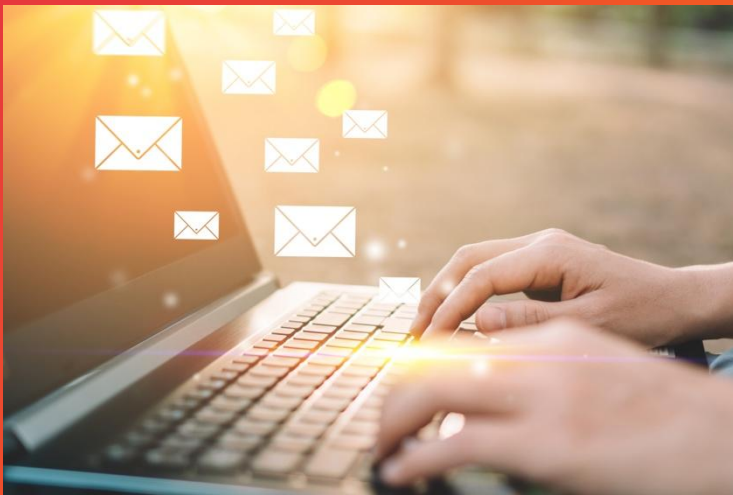
What is Inbox Zero?

Inbox Zero is when your inbox is completely empty, and your mail is dealt with as soon as it comes in.



[View More Here](#)

Tips to achieve a state of "Inbox Zero"



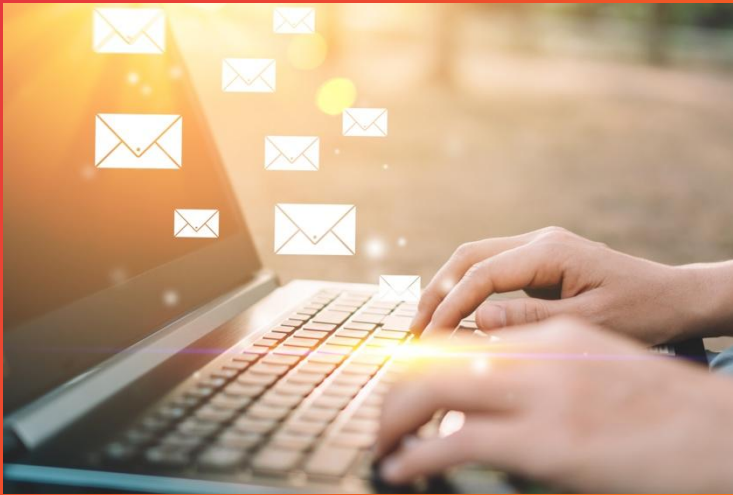
✓ **Unsubscribe from unnecessary / uninteresting emails**

Do this at least once a week so that you are opening fewer recurring emails over time.

✓ **Identify spam emails**

If you receive a mass email that was unsolicited, mark it as spam. This helps to train your email client's spam classifier to better recognize emails that you do not want to receive.

Tips to achieve a state of "Inbox Zero"



✓ Use **filters** (GSuite) and **rules** (Outlook)

GSuite & Outlook offer powerful filtering tools that allow you to take actions on incoming emails based on their sender, subject line, and content.

For example, you can:

- Delete or mark as "read" messages without ever opening them
- Route messages to folders you have created
- Automatically archive messages

Tips to achieve a state of "Inbox Zero"



Address messages as soon as you can so that they do not pile up

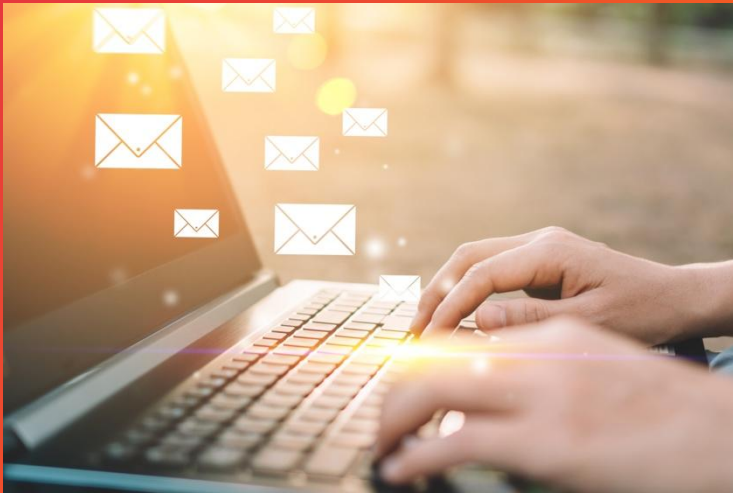
- Immediately delete or archive messages that do not require your attention
 - Make sure you ask yourself if you should be unsubscribing or setting a filter for the message instead
- If an email is best answered by someone else, forward it to them. Just be sure you use this wisely and communicate what you have done back to the sender if necessary
- If an email can be answered in under two minutes, try and do so as soon as possible
- If an email will take longer than two minutes to respond to, then send it to a folder called "Requires Response", but just be sure that you come back to that folder before the close of each day to respond

Tips to achieve a state of "Inbox Zero"



- ✓ **Use folders for other emails that you want to come back to later.**
For example, you could make folders for whitepapers, trade journals, or personal
- ✓ **Use Gsuite's "Special Stars"**

Tips to achieve a state of "Inbox Zero"



Use 3rd Party tools

- Boomerang by Baydin has plug-ins for both GSuite and Outlook. It basically allows you to "snooze" a message and have it returned to your inbox at a prescribed time
- [Unroll.me](#) will help you unsubscribe from all of the junk emails in your inbox
- FollowupThen is like Boomerang but isn't a plugin. You can simply CC an address like "1hour@followupthen.com" and the email will be returned to you in one hour
- SaneBox can help you automatically classify your emails

Thank you!

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