

Increase Productivity:

Save Time by Taking Time to Clean Up Email

Some days, especially on Mondays, it seems like I spend a lot of time going through email. Many times, it is Tuesday when I get caught up between phone calls and getting reports, setting appointments, and other work done. Don't let email take over your productivity.

For those emails you get and never read... take the time out to unsubscribe. This will save you time opening, skimming, and deleting; especially, if they are sending you something once a week. There are several emails worth reading that peak your interests. Make time for those by cleaning up the 'junk mail' that you don't read. This is no different than not renewing a magazine subscription that you get in the mail. Information is distributed now more readily through email and its free, so sometimes it seems silly to spend an hour deleting and unsubscribing, this hour will save you hours later.

Dedicate thirty minutes each week...let's say at 11:30 on Tuesdays to go through email and make sure you don't have any unread emails in your inbox, if something doesn't interest you, delete it. If you get several or all emails from one source that does nothing to keep you reading until the end, take the time to unsubscribe it.

Remember these tips when doing email marketing for your business. Make sure information you are sending is pertinent to your business's products, services, or events and that information you send is interesting, entertaining, useful, timely, and informational.

If you struggle with email marketing, please contact Sunti Designs at 314.223.8822 to get a free analysis on your existing campaign or ideas on what you would do if you had a campaign. Check out "[7 Ways to Get and Give Referrals or Hot Leads in Business](#)" article. I'd also love to hear if there are any other topics you would like to see more information on, please email wsnewman@suntidesigns.com to tell us what you want to read next.

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