

35 Email Tips from PCProfile



- ✚ Shut off auto-check for in-bound mail
- ✚ Pick off easy emails to reply to 1st
- ✚ Be ruthless – delete emails you know aren't going to add value to your business
- ✚ Compose yourself. – type, wait – have a coffee and think about it (read it as though you will be the recipient!) then alter the tone to suit!
- ✚ Spellcheck before sending!
- ✚ Signature line – does it add market value or is it bogged down in crud (disclaimers aren't worth the electrons or the paper they are printed on)
- ✚ Reply etiquette (delete the electron trail) – it's OK to interleave a reply
- ✚ Bcc cc or never cc
- ✚ Make sure your office staff especially newcomers know how to send to an undisclosed list (harvesters)
- ✚ C, V, B, I Make the most of Keyboard shortcuts Try Ctrl C; Ctrl V; Ctrl B; Ctrl I
- ✚ Learn how to use Shift+ Del for quick deletion of emails that are infected/suspicious
- ✚ Don't SHOUT – turn Caps Off
- ✚ Use the rules wizard and folders to sort emails
- ✚ Archive emails monthly if you have lots of volume
- ✚ Learn how to backup/restore email systems
- ✚ Learn how to import address book files
- ✚ Attachments – park these to save attachments area and delete from emails (keeps size of mail folder down for archiving/backups)
- ✚ Sending image files – compress and send – use Picasa free Google tool or another commercial tool to compress (some emails are now blocking images as either embedded or attachments!) 
- ✚ PDF files now a risk as attachments – attack vector ***
- ✚ Subject line relevant – avoid hot buttons (spam filters) (medical industry must be suffering) ***
- ✚ Format of emails html or plain text – html can contain attack vectors ***
- ✚ Spoofed addresses ***
- ✚ Click this link / Validate now ***
- ✚ Learn how to Hover ***
- ✚ Buying an email list – don't waste your money
- ✚ Building an email list – be careful, get consent 1st, be judicious in its usage
- ✚ Save important emails – use a folder based system
- ✚ Learn how to handle docs/attachments safely
- ✚ Setting Priorities – don't use High unless you really need to
- ✚ Ditto for asking for a confirmation of each email delivery and/or read receipt this makes 3 entries in your mail log files (2 in the inwards log and 1 in the sent log) and it sends IP address data back and forth that can be monitored!
- ✚ Learn how to check the header for information of phishing attacks (Right click over mail in folder– Options) *** 
- ✚ Understand where your mail comes from and goes to – Hopping steps are many
- ✚ ISP address can be traced back to your front door, if the "authorities" need to.....
- ✚ My favourite 2 keys are Ctl Z - use this to undo many times prior to the last full save....
- ✚ If you want more email tips than the 35 above, try Google for the phrase "email tips"!
- ✚ Try a 30 day free trial version of Neo Professional – it's a great email manager.

For items marked ***  contact us at the address below to register for our next seminar "Managing Clouds and Moving Goalposts"



BEST E-MAIL ORGANIZER.
If you are drowning in e-mail, Nelson Email Organizer (NEO) could bail you out."

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