



PRODUCTIVITY STRATEGIES FOR GETTING MORE DONE FASTER, BETTER & EASIER

FROM **ALEX MANDOSSIAN**

EMAIL

Send out emails to your recipients that are 50 words or less

How do you boost your productivity with your email communications?

Isn't it interesting that a technology that was supposed to make our lives more effective and save us time has turned into an overwhelming, frustrating and even stressful day-to-day task?

- ◆ **How many emails do you get each day?**
- ◆ **How many emails do you get each hour?**
- ◆ **How many emails right now are in your inbox that have gone unread?**

I have three tips for you that will boost your email productivity, and here they are.

- **Tip #1: 50 words or less**

It's challenging, but I want you to send out emails to your recipients that are 50 words or less. When you do that, you train them, whether they're family members, colleagues or friends, to do the same when sending emails back to you.



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Have only one thought, one request or one question per email so it is easy to execute, file or dump

Pretend it's one of those old Western Union telegrams where you're being charged per word.

If you get back emails that are hundreds of words or sometimes in the thousands, like I've gotten, just call the person up and say, "Hey, can you keep your emails to 50 words or less so I can push through and execute what you're asking me in less than a minute? It'll make my life easier."

That's what I've done, and many people have gone through email recovery who have come in contact with me. Start today.

- **Tip #2: One request, one question or one thought per email**

It is far better to have one request per email than to have three requests per email or five requests per email. In fact, if I had one minute to handle one request, then I wouldn't want to handle it in one email.

I don't want to handle one email in five minutes. I would rather get five emails that I can handle, file, execute and delete one at a time.

Have one thought, one request or one question per email. It's very difficult to put five thoughts in a 50-word email anyway. I've found that to be very efficient. Then I can file it, dump it or execute it. It makes my life a lot more productive, and I save a lot of time.



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If you send a CC or even worse a BCC, it's cluttering the email box

- **Tip #3: Start refraining from CC or BCC activity**

CC stands for carbon copy, and BCC stands for blind carbon copy. I think it's time for you to go into CC or BCC recovery. In my world, if I've given you the opening to send an email to one of my team members, they have the authority and responsibility to respond to you.

If you want to have a record of that email, you have it in your sent file. If you send it to me on a CC or even worse on a BCC, it's cluttering my email box. It's redundant and totally unnecessary. It was necessary in the old days with snail mail or maybe with faxes, but with electronic mail, you don't need to do that.

No CC's, no BCC's, and you'll have far fewer emails.

- **Bonus Tip: Use the 21 W's rule**

Here's a bonus tip — use the 21 W's rule. I've taught my students this over the years. The W is the widest letter in the English alphabet.

When I first started doing this, I would type WWWWW 21 times, all the way across the top of my text editor or whatever email program I was using. Then I would type the email. That way, when I got to the 19th or 21st W, I'd press enter or hard return on my keyboard. The cursor would come back right underneath that line.



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When you use the 21 w's rule, the eyes go down the email like a slippery slope, and you can read through it faster, better and easier

Then I would do the same on the next line, as I would type until I reached somewhere around the 19th, 20th or 21st W. Then I would add another hard return.

If you've ever gotten an email broadcast from me, you see that I write this way anyway because it's a lot easier. It's like newspaper column width. The eyes go down like a slippery slope, and you can read through that email faster, better and easier.

After all, that's what productivity is all about.

"The greatest problem of communication is the illusion that it has been accomplished."

- George Bernard Shaw

Don't live an elusive email life. Boost your email communications with more productivity to get more done faster, better and easier.

Save yourself hours every single day by writing emails that are 50 words or less and have one thought per email. Also, start going into CC or BCC recovery, and remember the 21 W's rule.

My name is Alex Mandossian, and I hope our paths cross again soon. Remember, productivity is about getting more done faster, better and easier.



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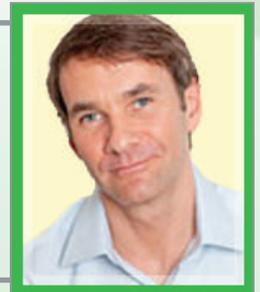
EXPERTS ARE RAVING ABOUT ALEX



"I mention Alex in all my presentations and talk about how proud I am to work with him. He is the consummate pro and someone I've admired for many years!"

Mari Smith

"Alex Mandossian created a marketing campaign that doubled the number of comments I get on my blog and lowered my workload there by 33%. Alex isn't just one of the brightest marketers I've met, generating ideas with head-snapping speed, he's someone who shares his knowledge with remarkable generosity and care."



Keith Ferrazzi



"GREAT job on your Teleseminar Secrets course. It's the best course I ever took. You are the real deal. Teleseminar Secrets should be on MBA university curriculum as a boilerplate for online success. Many thanks."

David Mathison
