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*Insider Tips To Make Your Business
Run Faster, Easier And More Profitably*

Secret To Avoiding Email Overwhelm

Do you look at your inbox and want to cry? If so, you're not alone. According to widely cited Radicati Group research, the average person gets 120 business emails every day. If you don't manage your emails, you could end up in another statistical majority. People spend at least 14 percent of their workday on email alone. Is it any wonder that a recent Harris Poll found that only 45 percent of our workdays are spent on actual work? If you're looking for the solution to your email woes, start with some of Silicon Valley greats.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we come in! Call us and put an end to your IT problems finally and forever!"



Will Nohman
Founder & CEO
Vector Choice

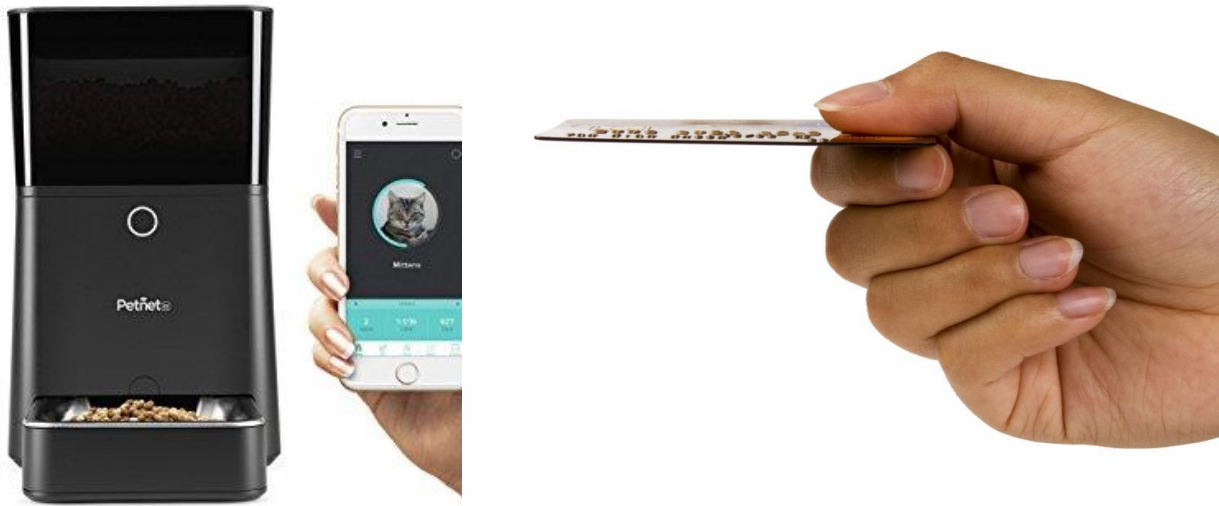
BEZOS DELEGATES If you want to watch a corporate team start to sweat, see what happens when they get a "?" email from Jeff Bezos. Business Insider reports that the notoriously easy-to-contact Amazon CEO will forward customer complaints to his people and add only a question mark to the original query. Getting that dreaded mark is a little like getting the black spot from Blind Pew the pirate. You know that a day of reckoning is at hand. Follow Bezos' lead. Instead of answering all emails yourself, ask, "Can this be better handled by someone else?" Forward it to your team and save yourself the time.

USE AUTO REPLIES You can also use auto-reply tools to manage the flood. Tommy John CEO Tom Patterson did just that after his emails skyrocketed from 150 to 400 a day. He tells Inc.com that “there weren’t enough minutes in a day to answer all of them.” So he didn’t; he set up an auto-reply to tell people that he only checked email before 9 and after 5 — and to please call or text if it was urgent. The result? “It forced me to delegate and empower others to respond,” he says. Suddenly the flow slowed to a trickle.

DO YOU GET MORE EMAILS THAN BILL GATES? And it really should only be a trickle; Bill Gates reports that he only gets 40–50 emails a day. Ask yourself, “Should I really be getting more emails than Bill Gates?” One possible cause for email inundation, according to LinkedIn CEO Jeff Weiner, is other employees sending too much email of their own. He writes, “Two of the people I worked most closely with ended up leaving the organization within the span of several weeks. After they left I realized my inbox traffic had been reduced by roughly 20–30 percent.” If you have over-communicators in your ranks, ask them to tone back the digital flood.

SET BOUNDARIES Creating a hard buffer between your email and your life is another CEO tactic. Arianna Huffington doesn’t check her email for a half hour after waking or before going to bed, and she never touches it around her kids. That space to breathe is essential to maintaining a work-life balance. And if it gets bad enough? Etsy’s Chad Dickerson has a solution: email bankruptcy! He tells Fast Company that every few years, he just deletes everything and starts fresh!

Not all Silicon Valley gurus have it figured out, however. Apple CEO Tim Cook doesn’t get 120 business emails a day. No, according to an ABC interview, he gets closer to 700. He just gets up at the crack of dawn every morning and starts reading. Hint Water CEO Kara Goldin does the same thing, preparing for a 12-hour workday with a marathon email session. But as you can tell from the other people we’ve discussed, this is an exception, not the rule. Emulate Jeff Bezos or Arianna Huffington instead and watch your email stress melt away.



This Genius Debit Card Lets Parents Control Their Teenagers' Spending

If you feel like your teen views you as a walking ATM machine, startup company Current might be able to help. Their new app — also called Current — allows you to track and control your teen's spending through the company's debit card. Current offers a series of robust services designed to teach your child financial responsibility while still letting them have some say over how and when they spend their money. You can set up daily spending and withdrawal limits, but you can also set up contingencies money that's freed up, say, when chores or tasks are completed.

You Won't BELIEVE Where Hackers Are Hiding Malware Now.

If you use Popcorn Time or VLC, listen up: Hackers are targeting your subtitles. Yes, that's right from bad kung fu movie dubs to the latest and greatest European cinema, this technique hides malware in the

Shiny New Gadget Of The Month: The Feeder of the Future

Petnet is looking to upgrade pet care with their new automated SmartFeeder, targeted toward pet owners who frequently travel or those with packed, variable schedules.

After you install the SmartFeeder app on your phone, it'll ask a few questions to get to know your animal, including their age, weight, activity level, and food type. This last feature is particularly interesting, as the feeder will recommend feeding amounts for dozens and dozens of common cat and dog foods, though users report it can be a little finicky.

After it gathers the information, you can set up regular, automatic feeding schedules for your furry friend. After that, it's an almost entirely hands-free process, until you need to reload the feeder with your animal's preferred food.

downloaded subtitle information for a movie. Once it's in your computer it takes root and communicates with the attacker. By the intermission, your machine belongs to them! If you're a Popcorn Time user, you can download the patch online. VLC and other media players should have the problem patched by the time of printing. Or, you know, you could just not download movies from the internet ... but we all know how likely that is.

How a University Campus Is Using This New Technology to Keep Its Students Safe.

Remember when you got locked out of your dorm building back in college and had to wait for someone to go in or out? Those days may be gone, if new technology out of China has anything to say about it. Dorms at Beijing Normal University are being fitted with face recognition software, which will let residents in and keep intruders and other unwanted people out.

Tech Trivia Quiz

The Grand Prize Winner of last month's Trivia Challenge Quiz is Jennifer Cannell!

Now, here's this month's trivia question.

Who Wants To Win A \$25 Amazon Gift Card?

The world's largest manufacturer of business machines created this innovative electric typewriter. A rotating type element rather than individual typebars would strike the page to print the letters. What is this once ubiquitous but now obsolete machine

- A) Hollerith Tabulator
- B) Xerox Alt
- C) IBM Selectric
- D) Edison Voicewriter

Respond & Email Us Right Now With Your Answer!

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