**Master Your Email Inbox Once and For All**

**Male Speaker:** Welcome to Build Your Tribe with your host, Chalene Johnson.

**Chalene Johnson:** Thanks so much for joining me on this super cool edition of Build Your Tribe. Today, what I’m doing is going live on Periscope to deliver one of the messages that will soon be a final message in the Virtual Business Academy. Now, the reason why I want to share this with you is a couple of reasons. Number one, I'll just bet you struggle with e-mail too. It happens to be like the most ultimate thing we can use to build their businesses and our nemesis.

But the second reason why I wanted to do this was to show you how incredibly valuable it is to master your message and to refine how it is and what it is you teach to your audience. I was just about to film an updated version of this lesson for the Virtual Business Academy when it dawned on me that there might be some questions after people watch this video that I just, I’m too close to it and I don't even realize that there are areas where people struggle.

So instead of trying to guess, instead of recording it and then having to later go back in and update the module or the lesson, I decided to use live streaming video as my focus group. This is so cool and so powerful. Let's see what happens. Off to the live stream.

Hi. Are you sick of me yet? You’ve had me on so much today. This is a really cool lesson and I’m excited to share this with you guys. If you've ever struggled with your e-mail. Hello? Who hasn’t? If you hate your inbox, if your e-mail is like it just-, it makes you want to pull your hair and you can't handle it and you wish you could get it to a level zero, then please share because I need your input. That's why I’m asking you to share.

Number one is I’m going to share a free lesson. This is a lesson that will be included in the Virtual Business Academy. But what I’m doing right now is teaching you the lesson first before I record the final version for the Virtual Business Academy. The reason why I want to do that is because I’m going to teach the lesson for you, I'm going to cover all of my best practices to get you to inbox zero. But then, I want to see if you have questions. Because those questions will help me to create a better lesson within the academy.

This is great. It's great for me. Like you know what they say. There's never anything free. There's always a cost to it. Yeah, there is because I want to know after I finish giving you my best tips, literally, I don't know anybody who doesn't struggle with e-mail. We hate it and we love it.

So, I'm going to share with you this lesson and then I would love for you, if you guys don't mind to write down your questions and then I’m going to get to them. Somebody asked how many time this go per day. Just once, usually. I think today I did like three times, though. But yeah, usually, I just go up once a day.

You're loving all the updates to the Virtual Business Academy. Yeay! Okay, cool. All right. So, here we go. Are you ready? Step number one. You should only ever be logging in to one account. From now on you only have one e-mail account and quite frankly, I think it should be Gmail.

Gmail is one of the only accounts that affords you two factor authentication, syncs with Google Drive, syncs with Google Docs, has so many cool features and functions and labs and creative tools that people don't even know about. So, only one e-mail address.

Now, I know what you're thinking. But wait, what about my Hotmail account? What about my AOL account? All those other accounts, Outlook. You can still have those but we're going to afford all of them to Gmail. How great would it be to just log into one freaking account. One account and be able to see all of your e-mails.

Now, I know that there are other e-mail providers that provide for you two factor authentication now. But I’m going to tell you if you're asking me for my best practices, I'm going to tell you - Gmail only.

What about, Chalene if I have e-mail accounts that are specifically attached to my domain name like, "jazzyjeff@jazzyjeff.com?" Well, Gmail has a solution for you. It's called Google Apps and there is an app for that that allows you to very quickly and succinctly automate it, so when you reply it still looks like its Jazzyjeff@jazzyjeff.com but it's coming through and to your Google account. It's amazing and there are plenty of tutorials.

I’m going to put some of those tutorials inside the Virtual Business Academy. But for those of you who are not Virtual Business Academy members, you can use Google and you can search for them. Amazing. I know. Okay, so that's number one, is from now on- are we clear? We're never ever again going to use mail? That's on your- You're not going to use these anymore. You have to decide on a singular practice. You're no longer going to use Outlook. You're no longer going to use the mail app on your Mac. You're no longer going to log in to all these other- Crystal clear? Thank you so much. We're just going to log into Gmail which then affords you the opportunity, the ability, the freedom and the flexibility to log in from any internet connection. It syncs with your phone. It's just absolutely-

Now, what I need you to do is create- especially for those of you who are trying to get to a place where you want to eventually have a virtual assistant or a staff member help you weed through your e-mails. This is something you could- honestly you could hire a teenager. You could hire a high school student who's interested in business to go through your inbox once a day for about an hour and everything get to a point where you're at zero e-mails. Follow along. Here's the key though.

If someone's going to be in your inbox and this is big picture. So, big picture is we're going to organize it, we're going to set it up, so that things are labeled. We're going to create a workflow and canned responses. Once you have canned responses and people are able to kind of respond on your behalf or let you know when there's things you need to look at, you still want at least, in my opinion one very private e-mail that no one, even your virtual team sees.

The key to this is you have to think of it as, like a sacred e-mail address. It’s an e-mail address you're sharing with no one. So, I have one private unpublished nobody knows about it, except for like truly my closest friends. When I want to have private conversations which isn't very often. But those private conversations, I have a separate e-mail account for that.

The great thing about Google is it lets you switch back and forth with one click. So, you can create as many Gmail account as you'd like. I have a separate Gmail account that he use when I’m opting into other people's newsletters or freemiums or great content. I have a Gmail account that I just use for my personal, very personal not business related conversations. Then, I have the e-mail account that Gmail account that I’ve been using for forever and it's huge.

That's important because the next thing I'm going to have you do is follow this system. It is this. Write this down, please. Every single e-mail that you see and this is how you'll train your virtual staff member someday, is going to do this for you. They're going do one of five things. Ready?

Reply with the canned response or approved response. Number two, label the e-mail. We'll get to that. Number three, archive the e-mail after the reply. Number four, delete. Number five, is delete and unsubscribe.

So, we're doing something with every single e-mail we see. That’s a key. We're going to touch it once. We don't go, "Oh, yeah. Ahhh. I'm just going to scroll past that. Scroll past that. Scroll past that. Until I see one that I need to do something with."

You see, that's our inbox is get to a point where we have five- I saw one person here say they have thirty thousand e-mails that's not unheard of what's happened there. That doesn't mean that she or he has thirty thousand e-mails that they've ignored. It means that they've looked at who it's from or they've looked at the subject line and they've just gone pass it and haven't done anything with it so it's just sitting there. It's just sitting there.

You know that takes up space on your hard drive. It takes up space on your free Google account and it slows everything down. It makes it impossible for you to search and find things. So, from now on we are going to look at every single e-mail where they going to do one of those five things. Remember what they are. Reply. Label. Archive it after apply. Delete. Or delete and unsubscribe. You good? You got that? Okay, cool.

Now, what I want you to do is set up rules where- well, you're going to set-up what I call labels and you'll see this I’m going to show you a screen flow tutorial inside the Virtual Business Academy but for those of you who are not in the Virtual Business Academy, picture this.

I’ve created three different labels in my Google inbox. Those labels are really important. Now, could I have one hundred and five different labels? Yes. But then your labels are just as messy as everything else. What I want you to do is to create labels. Archiving and deleting, I’m going to explain that in a minute. But thank you very much for that question. I got to write that down because that something you're helping me right now, because I have to explain that in VBA.

Yeah, I use three labels. I don't even remember most them are. I’ve got three and I can only remember one. Because I really only use one. Here are my labels. Are you ready? All e-mails and my virtual assistant goes through my inbox first and their job is to do one of those five things. If it's something they can't answer, then it needs a label. If they can answer it with a canned response, if they can't delete it, if they can't unsubscribe, then it needs a label. That means I need to reply to it. But I want the labels have to be one of these things.

Number one is "Extremely Urgent" that means I need to see it that day. Then, number two label that I use is "Reply Today". Number three label that a use is "Of interest". That's it. Which means- I'm sorry, that wasn't "Reply Today". It was "Reply This Week".

So, it's Extremely Urgent, Reply This Week, or Of Interest. That's it. My staff knows that their goal, their objective when they go through my inbox is to get rid of everything except for extremely urgent.

So, it's Extremely Urgent, that means I need to reply that day. The second one was Reply This Week, and the third one was Of Interest.

So, what would be one Of Interest? One Of Interest would be something where someone's proposing something to me or someone has sent a really nice thank you e-mail or something complimentary or something like I feel bad if I ran into this person and I didn't know they had sent that e-mail.

But Extremely Urgent is the only thing I really need to look at that day. That's it. Everything else, I don't need to look at it. That's it. My objective is to empower my staff, so that they can try to handle it first. To find out if there's something they can help that person with, if they can reply on my behalf, that's their objective and they work to try to resolve it before they put it in the Extremely Urgent folder.

Once it goes in the Extremely Urgent folder, then guess what? Then, I use another app called "If this then that". If this then that. It's a really simple website where it'll say "if", and you going to select the icon for Gmail, then I select the icon for texting which is SMS, so that and then the "if this", "if this" which is the Gmail. "Then", text that. The "that" sends me a text message.

So, if they label an e-mail as extremely urgent, I get a text message. You know what that does? It keeps me out of my inbox. That text message tells me what just went in my urgent file and who it's from because I’ve set it up to be automated. Nobody else has to do it. It hits my text message. That way, I’m not looking at my inbox. I don't look at my inbox. I do not look at my inbox. My goal is to get it to the point where each day I maybe have two or three things I have to respond to.

Ideally, even when- and here's another thing that happens with this. I get that text message and I will see that somebody has sent me a message that says, "I can't make the meeting time today at four PM."

Well, my staff doesn't know I’ve already talked to that person. So, they've labeled it as Extremely Urgent. I get a text message. I still don't have to open up my inbox because now I can text an assistant and say, "Hey, can you remove that from my Extremely Urgent. I've already talked to them and we've already rescheduled it."

So, my point is oftentimes what happens is because I see what's going in my urgent file and because this keeps me out of it because any time I go in my inbox, I'm doomed. It's like walking into Costco. It's like strolling through Target without any place to be. I’m going to spend hours there doing all kinds of things I don't need to be doing.

So, I try at all costs to avoid going in my inbox. I want the text on my phone and if I can handle it without even going in my inbox, that's a win. This system has taken me years to perfect and I wouldn't say it's perfect, but it's getting really close. It’s getting really, really close. You've got to have a level of trust with someone. It's got to be someone on your team who really knows you. You've got to give them permission to unsubscribe to things. You’ve got to give him permission to delete things and of course. That takes time. One of the best ways to do it is to Screencast yourself going through your own inbox.

Before you start organizing everything, don’t turn this over after it's been organized. I want you to create a Screencast of you going through all those thousands of inbox messages that you've just ignored and record yourself going, "Oh, delete. Delete. Oh, this is just. Delete. Oh, okay."

Then, there are certain labels that you can create for certain people that when you know if some something comes in from this person, just I need to know. You can label that separately if you want or you can just have it set the rule if you will or by creating a lab which I’m going to show you in the Virtual Business Academy. We're going to show you with a tutorial how to set up some of these features.

The labs are amazing like using canned responses is amazing. It’s going to save you so much time. It will eventually allow you to empower somebody else to help you manage your inbox. It's been such a godsend to finally feel like, I still know what's going on. I still know that everything's there, if I need to see it. The biggest relief for me is knowing I’m not going to miss something that's incredibly urgent or that makes me look like a total flake if I missed it.

That's what we're going to do. I'm going to create this lesson now for the Virtual Business Academy and of course they'll be screen flows to teach you how to do some of these things. But is there anything, other than the stuff I talked about that will be on the screen flows, are there things that I didn't answer for you?

Archive versus delete? Yeah, that's just a feature that allows you to archive which means save all of your e-mails that for some reason, you might need to save conversations like it's conversation between you and your attorney, or negotiations. Or something you'll need to refer back to. But so it doesn't eat up all of the storage in your inbox you can actually archive your e-mails.

The Virtual Business Academy is open all year round. It’s not something that we open up once a year it's. It's always open.

Examples of canned responses. Canned responses are responses I’ve written and there's a whole ton of them but they're my words, because I don't want somebody sending an e-mail that doesn't sound like me, so a lot of them will be things like I've written it like, "Hi this is Chalene. I’ve written this e-mail but it's being sent by one of my members of my virtual team. I just want you to know that at the moment, I’m working on creating new content for the Marketing Impact Academy and any event this is something as urgent, please be sure to send me a text. If this is business related please feel free to reach out to my assistant." That's a canned response.

A canned response might be things you get asked over and over and over and over again and you've you replied to those in like five or six different ways and you can save them so that all of your virtual system has to do is go "click" and it sends off your words in a canned response.

No, I’m not lying about who is replying. Yeah, I mean, I don't think it matters but because you wrote it. But I also don't want people to think I’m in my inbox because I’m not. If there's certain things that are so confidential you don't want them to see it, well, then, you want to forward or create a separate e-mail for those instances but that's why it's really important that you hire a permanent staff member.

Where you keep those canned responses? It’s a program that you set up within Gmail. It’s part of their labs. So, for those of you are in VBA, there's a tutorial that shows you exactly step by step how to do the canned responses.

Tips for those of us without assistants? Get an assistant. Your business can only get so big. Your life is out of control without help. There's too much to do and it just keeps getting bigger and bigger and bigger and bigger and bigger. So, you've got two choices. Work your ass off, work harder, get stressed, need Botox, get gray hair and not make any more money or learn to delegate, learn to live, figure out how much money you're going to save by finding people to help you. That's your two choices. Live or work harder and get gray hair and you need Botox. You save so much money when you learn to delegate and have people help you.

Yes, so someone asked- once I import, say I want to forward my old AOL e-mails and I want to forward my Mac e-mails and I want to forward my dot me and I want to forward my domain. I want all those going to Gmail. Can I tell where it came from? Yes. It actually sorts them automatically for you.

Does your same VA that manages your e-mail, manage your messages in social media? No. It can for most of you. Yes. Absolutely you can have one VA do all of those things. We have a team so everyone kind of does their own thing. But in the beginning, yeah. My first virtual assistant did all of it. Now, we have everyone kind of specializes.

Do you have a custom signature with a social media channels? No. But maybe some people would. First of all, I think it's an old outdated habit to put all of your social media places in your e-mail. I think you want to send people to one place and don't send him on a goose egg hunt. Don't say, "Here's where or how to find me in Twitter. Here's how to find me in YouTube. Here's how to find me in Periscope. Here's how to find me at-" Where are you? Just tell them where to go.

A call to action is cool. I want to send people to- but, mine's a little different. I have been on a situation like, I’m usually trying not to have people figure out how to reach me, to be honest. I'm trying to like have people not reach me. You know what I mean? But like if you're e-mailing people and you’re putting underneath your signature all the eighty-five different places people can reach you, what you're saying is like, "Here have fun on this Easter egg hunt. Go to YouTube and on YouTube, you can follow me, or here on Facebook, and when you go to Facebook, you can- Oh by the way don't forget follow me on Periscope. Oh thanks from following me on Periscope. Don't forget follow me on Twitter." Just get them to your website or get them to your opt-in. Get them to your offer. Get them to the place where they get something from you. Make it simple.

I've provided for you a solution to get your inbox to zero. Like zero. So, I gave you the rules, the setup, the system for creating a flow that literally gets your inbox to be a place that's a ghost town, that you never visit but yet you know what's going on. It's pretty amazing. Take care guys. Bye!

This episode has been sponsored by courageousconfidenceclub.com, it’s a club that I’ve created specifically to help people who struggle with confidence and insecurities in social settings, and just standing up for themselves. Being yourself and feeling good about it. All of us could benefit from having more confidence. I’d love for you to just experience a taste of it, so please be my guest by going to chalenejohnson.com/confidence tips. Now, if you don’t feel like writing that web address down or remembering to go there later, all you have to do is, while you’re listening from your phone, send me a text message. The number is 949-565-4337, and that is for US residents. Then just send me the word confidence and I will send you access to this video.

This video will help you to eliminate self-doubt and just feel more confident in any situation, whether it’s work or personal, or just your social interactions. Every one of us can benefit from having more confidence. There you’ll submit your email address and I will immediately send to your inbox my latest training video. Where I teach you step by step how to feel more confident in just about any social setting. I think you’ll find this incredibly useful, whether it’s business, or personal, or just in your everyday interactions. Confidence is something that makes life easier. It helps you to raise more confident, self-efficient children. It allows us to speak our minds, to stand up for ourselves, to do the things that otherwise we are paralyzed by fear and we just allow our own thoughts to stop us. By learning how to overcome self-doubt and fear of success, you can become that confident person that others are attracted to. The person you want to be. The person you deserve to be. The person you know is inside of you. So thank you for checking out my free tools by going to ChaleneJohnson.com/ConfidenceTips