

THE INBOX ZERO TOOLKIT



INBOX MANAGEMENT 101

PREFERRED EMAIL CLIENTS

Here's a list of our recommended email clients for both Mac & PC:

- **Mac:** Mailplane, Postbox, or Apple Mail
- **Windows:** Microsoft Outlook or Thunderbird

RECOMMENDED FOLDER STRUCTURE

We recommend you set up 3 email folders:

- **Reply:** all emails go in here that take longer than 2 minutes to respond to.
- **Waiting:** all emails go in here where you are waiting for a response or want to process later.
- **Archive:** all other emails go in here that you want to be able to access later.

THE REPLY FOLDER

Some typical emails that belong in the Reply folder:

- Someone is requesting you to do something (with or without deadline). Examples include submitting reports, verifying something, and taking on any task.
- Someone is asking you to respond to something but it requires more deep thought from you to respond. Examples include people asking for your opinion or asking about your availability for an event.

After you've replied to emails in this folder, you then move them to the Archive folder. Within Gmail it's easy, you remove the Reply label by clicking on the X next to the label name.

THE WAITING FOLDER

Typical emails that go in the Waiting folder:

- Tracking codes for UPS or Fedex packages coming your way. Examples include shipping tracking numbers from online shopping.
- You delegated a task and you are waiting for a response / result. Examples include emails from (virtual) assistants, employees, and anyone you are waiting to hear from.
- Confirmation from someone. Examples include asking another person if he/she received something from you (like a package).