

NEW BOOK

Try Speedmailing and rekindle your love affair with email

SPEEDMAILING HELPS YOU CONTROL YOUR EMAIL, SO IT DOESN'T CONTROL YOU

'If you want to tame the monster that email has become, this book is for you. Forget emailing – the future is Speedmailing!'

SHIRLEY TAYLOR, BESTSELLING AUTHOR, MODEL BUSINESS LETTERS, 7TH EDITION

SPEEDMAILING



Turn your work enemy into your best work tool

RICHARD WOLFE

Speedmailing by Richard Wolfe is out now, published by **Pearson**, priced £9.99. For more information about Richard Wolfe and his book see www.richardwolfe.nl

ABOUT THE AUTHOR

Richard is fascinated with how we create technology to increase our productivity and then often seem to achieve the opposite. He has a passion for finding easy ways to make technology work for us rather than against us.

After business school, and many years in the internet industry, Richard decided to dedicate himself to helping people use email. Because of the problems it created in our society, email ranges from a top three stress creator to a highly ignored medium.

Richard was born in Australia and grew up in the Netherlands. He is a pursuer of simplicity, which is reflected in the courses provided by his company, Email Handyman, the productivity app he developed called Braintoss, as well as the many life-hacks he inserts into the lives of his family, colleagues and fellow cricket players – and now also through his first publication, *Speedmailing*.

New research from McKinsey shows that we spend nearly one-third of our working hours reading and answering emails. A further study in the USA by **Good Technology** revealed that 50 per cent of working adults check email while still in bed!

Email is a supposedly simple tool, yet few of us receive training on how to manage it successfully. Now a new book, *Speedmailing* helps you to do just that, showing you how to turn managing email into a simple skill rather than a burden. *Speedmailing* quickly trains you to implement useful habits and shortcuts that enable you to deal with the content of your emails faster and more efficiently.

The author, Richard Wolfe, is known around the world as the 'Email Handyman,' running successful workshops for professionals with his unique method of speedmailing. Richard has a passion for finding easy ways to make technology work for us rather than against us. After business school and many years in the internet industry, Richard decided to dedicate himself to helping people use email, one of the most ubiquitous technologies around today.

Speedmailing is an easy to follow, simple and straightforward guide which teaches you the basics of speedmailing in less than 30 minutes. The method can be used on any platform and device and is quick to implement. It gives readers 5 simple steps to process incoming mail, four action folders and three golden rules.

Some of the surprising tips and shortcuts *Speedmailing* reveals include:

- » turning off your pop-up email notifications on all devices – these are counterproductive and actually distract us from the task in hand
- » processing your email just twice a day – go from top to bottom and process all your emails in one go, giving it your undivided attention
- » use the two minute rule – if you can deal with an email quickly, then deal with it immediately
- » use the 80+20 subject rule – clarify at least 80 per cent of your email's content in the subject line
- » urgent emails do not exist

Whether you're lazy or just want to be more efficient, speedmailing will save you time, giving you the freedom to spend your days the way you choose.

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE

Richard Wolfe is an experienced and engaging speaker, and is available for interview, comment or by-lined article on topics such as:



How to master your inbox in five simple steps

What is speedmailing and what are the ground rules?

How to tackle your inbox after a summer holiday

5 bad email habits that are making you inefficient at work

The do's and don'ts of speedmailing

How to use complementary productivity tools like Trello and Braintoss