

E-mail Relief For Even An Organized Entrepreneur

By Beth Schneider

E-mail overwhelm is undoubtedly one of your most frustrating business problems. Whether you have a full staff, a virtual assistant or are out there on your own, it can feel like there is no answer to the endless messages appearing in your in-box. Even the most seasoned entrepreneurs list this as one of their most common headaches.

When you find yourself up to your eyeballs in messages to sort, answer and calendar it's easy to forget why we all love e-mail. But when handled with an effective system in place, it is an amazing business builder, time-saver and useful tool.

I am frequently asked, "When it seems like the whole world has my personal e-mail address, how can I handle my massive amounts of e-mail quickly... or never see it at all?" Here are some suggestions for anyone who is taking the time to open, read and answer the numerous e-mails that could, and should, be handled by someone else. It is time for you to start delegating and utilizing your team to save time, ease stress, and build an even more successful business.

Learn to love to BCC

You don't have to handle every one of your e-mails personally. Say you get a question regarding the shipping of an ordering or a special client request. Instead of just answering the email, create a standard response. Something like, "thanks for getting in touch, I've let my coordinator know what is going on. Expect to hear from her shortly". Then hit reply to the e-mail, insert your standard answer and "Bcc:" the appropriate team member who can handle the issue.

I do this in my own company. When my team member receives one of these BCC messages, they add it to their to-do list, handle the issue and report back when it's complete. So all-in-all, it's a mix of personal touch and delegation. In fact, when you implement this kind of system, you will actually create better customer service and satisfaction because things will be handled faster and more effectively than if you tried to do it all yourself.

Don't Put Your Address on Everything – Split Things Up

Be proactive about your e-mail accounts and how someone contacts you and your company. There are huge benefits from having and using a number of different e-mail accounts for managing different areas of your business. Here's an example, if you contact Process Prodigy through our website, www.processprodigy.com, your e-mail goes to an assistant who answers it or, if absolutely necessary, forwards it to me.

Customer service issues, product orders and other inquiries are directed to info@processprodigy.com. Again, this box is handled by a team member who forwards to me only if there is a question that only I can answer. And since we track questions and answers, at this point it's rare that there is something only I can handle.

Success Session (the complementary systems evaluations we do) requests go to the scheduler who then books the appointment for me. All I do is show up for the appointment that magically appears on my calendar. This way I am able to meet with current and prospective clients – to build my business and not fill up my time by handling massive numbers of e-mail that are better handled elsewhere.

Now it's time to create and implement your company's process for handling e-mail. If you would like help with this, contact: session@processprodigy.com and your request will be handled quickly and effectively... using the e-mail system is already in place.

© 2007 Beth Schneider, Process Prodigy, Inc.

Want to reprint this article, feel free as long as you include the following:
Beth Schneider, Chief Infopreneur of Process Prodigy Inc., www.processprodigy.com is a highly sought after operations consultant who reveals the insider secrets billion-dollar corporations pay thousands of dollars for. Specializing in process creation, her tools and techniques have helped entrepreneurs increase productivity by as much as 600%, and revenues by as much as 250%. You will find her chapter "*Lions and Tigers and Process...Oh My*" in the book, "Inspiration to Realization". She has also published dozens of articles, which have been featured in publications such as the Orange County Register, the Personal Wealth Journal and at Entrepreneur.com. Visit <http://www.processprodigy.com> and sign up to receive her Ezine, "Your Tips" and for a F*R*E*E Report on how to Save Yourself Time Energy and Money. The Money is in the SYSTEM. Also, visit <http://www.YourBusinessMachineBasics.com> and <http://www.MadeItToAMillion.com> to see how you can work less and make more money.