

Episode 96 - Secrets to Managing Emails

[00:00:00] Hey everybody. Welcome back to the Business Growth Advantage. I love it when , my co-host, my buddy, and now my head of freaking community, Liz Henson, , gets to join me on these [00:01:00] episodes. , Liz, I know, , how near and dear this whole idea , of team building is to my heart, and I can never think of anybody better than to.

Really deep and really jam out on this stuff with than you. So thanks for being here, as always. I love it. Is this our, this is our first Tuesday episode, right? I think so, yes. Yes. In the past we've done these on Thursdays. , we wanna make sure that we are, , getting great content, great value to all of you.

And so Liz and I are shifting to Tuesdays here. And then, , most Thursdays I'll be going live with some guest expert. That's not Liz, but maybe Liz, , some other type of expert to help you guys with business growth in some other ways. But man, today we've got an amazing topic. I'm so excited because I know so many spoiling all the good stuff before we even went live, but, , so many people have been asking me about this.

Yeah. , and. You guys, I won't make you wait too long to hear what we're talking about today. We're gonna be talking about emails, we're gonna be talking about [00:02:00] managing the monster that is your emails, and I can relate to how heavy that can feel. Mm-hmm. . , at the same time, , I recently got back from a three week vacation, was telling people how grateful I was to have a team that was supporting me because I really unplugged while I was gone.

Came back. And had zero emails in my inbox. And so people were like, Joey, how did you make it happen? That's what we're gonna be talking about today. I know, and I'm so glad you're sharing the behind the scenes of that because as somebody who I love being in my email, like I love customer service, I love all of it, but I'm also realizing that it is time to start to delegate and , get some of that time back.

And like I always say, when you talk about delegation and systems, Something can actually be done better if it's one person's role. So you have an ea and the fact that's her role, that's like her baby. Yep. She's [00:03:00] probably gonna take better care of it than Joey or Liz trying to answer emails really quick and getting frustrated because now it's dinner time and we still got emails to answer.

Like that's efficient, but it's not. Yeah. Well, Liz, I feel like you and I have talked about this before, but once you start to get out of the weeds in certain parts of your this, then when you try and get back into the weed, You're not as good at it anymore, and people are like, Just get outta here. We know what we're doing.

, yes. I feel like that about social media sometimes. I'm like, that used to be like my thing, . Now I'm like, Ugh. Like I'm so bad at it. . , it's a really good point to make because I think that emails, especially, , when we get blindsided by certain emails in our inbox that we just see, they can seem.

So urgent and important that we need to respond to quickly, that becomes a priority. But how many times can you think of a week later, there was a certain email that you re remembered as being super important and you're super glad that you [00:04:00] jumped on it really quickly and responded to right. Yeah, I think it's like, it's great to have a standard yes.

In the company. Like, what is our standard response time like? Yes. You know, I always aim for like 24 to 48 hours , if it's in that urgent category. If it's not so urgent, maybe three to five days. But I do think it's really important to communicate with your team, like what the expectation is. Yeah. But then also balance, like that doesn't mean that we're reactive.

If I, , if Joey emails me and I answer within 30 seconds, . That's almost just like saying, I'm really reactive and I'm sitting here in my inbox waiting for you. Right, right. It's like you have that balance of showing the world. Cuz I feel like email is, , a very visible way to know whether someone has their ish together or not.

Yeah. Like the way that they respond to emails and how efficiently and how Well, to me that is like such a telltale sign of like the health of a business. Yeah. , So why this is so important, Well, I want [00:05:00] all of you to know that we are working on a really amazing resource, , to help all of you master your.

Inbox master your emails. So if you'd like that resource, we're working on it. , but give me a one in the comments in the chat if you really want that resource, and we'll make sure to add you to the short list that we're putting together, , so that you're the first people to get it when , it's hot off the press.

So that being actually, yeah, like before we get to the meat and potatoes, this specific outsourcing is, Great for any business owner. Like a lot of times we talk about org charts and we go really deep into the team building leadership, but I'm

thinking about my sister-in-law and she's a solo baker and she has the hardest time responding to emails, and these are money emails.

Yeah, so I really think this is applicable to , any business owner at any level, whether you're a million dollar CEO or you're just a solopreneur having trouble with that response time. Yep. [00:06:00] Yep. It applies to everybody. , there are certain parts of what we're gonna go through that like I helped my mom with in her own email and she doesn't run a business, but when I was done, she was like, Oh my gosh.

I just went from like thousands of unready emails, . How many of us have parents like that, right? With you look at their phone and you just have to throw it or put it away somewhere. , and she was like, Oh my gosh. Thank God I can finally now , look at my phone again and look at these emails. It's not just parents.

There's a 10,000 beside my email. Holy mo. Okay, , so this is gonna be a training , for Liz and everybody else. , let's go through, So there, like I said, there are five secrets that I wanna share with all of you to make sure that , you're mastering your inbox moving forward. And secret number one is perhaps my favorite secret.

And it's, it might also be the most fun of the secrets to actually implement and act on, cuz with this first secret, we're gonna have a little bit of a. Oh my gosh. Someone just said that they have about 50,000. I know. I love that. I'm not, I just [00:07:00] crossed that 10,000 barrier and I was like, I gotta do something.

. So for this cert first secret, we're all gonna have a little party, so turn on some music that you love. Grab yourself a coffee or a cocktail, no judgment. And we're gonna do a little bit of a power hour. This is gonna be your unsubscribe party. You're gonna take this time to go through your emails and just unsubscribe for as much as you can.

And if you want , some help moving through this, I highly recommend that you, , check out unsubscribe.me, which can do a lot of this work for you. Make it super easy instead of having to click through e every single email, this is such a game changer. , how many subscriptions do you think you're on right now, Liz?

Oh my God, it's too many. But , I'm a fan of all the other secrets and yes, this is so important, but I'm also like, I'm an email hoarder . , but that [00:08:00] being said, I also want to give everyone listening permission and give myself permission to know. You can always re-sign up. , if your favorite person is

doing a promotion and you wanna go to their free training, you can always re-sign up.

Yes. It's not a forever breakup. Okay. I love my old Navy emails . I know. , so I know that , the idea of just spending time and going through an unsubscribing doesn't sound like anybody's cup of tea, but make it a party. Something that I've learned to do with my wife is like, when there are certain things that we don't wanna do, like deep cleaning or talking about the future or whatever, we'll just have some drinks and it makes it easier.

We can get through it together. , again, unsubscribe.me is a great free tool that makes this even easier. Which brings us to the second secret because there might be times where you're looking , at certain subscription that you're on and saying, Okay, you know what? I don't really wanna unsubscribe from.

Maybe I don't check out these emails on the all the time. Maybe if it's another, business [00:09:00] owner or business coach. I don't really think that I'll buy anything from them in the near future, but their emails are gold or, , I just wanna be able to look back on what they've done in the past to either support me or to use as like copyright inspiration.

Maybe What I want you to do with secret number two is create. archive filter. Mm. This is the one I need. I might have just said some words that none of you understand. So let me talk about what I mean here. And I'm using, by the way, a lot of Gmail language. So if you're not using Gmail, , I'm sure there's something similar in other mail apps.

, but I know a ton of people like me use Gmail, G Suite, all that stuff. So one of the really cool things about Gmail is you can set up these filter rules. That can really save you time in your inbox. And if there are certain emails that you're getting that are either, , like those email lists that you wanna stay [00:10:00] subscribed to because they're good, or maybe a close friend who you don't want to like, you just feel bad opting out of Yeah.

A lot of my emails I just keep because I wanna be able to search for them. Yeah. So with this you can say, Okay, any email that comes. From that address, or, , a lot of coaches will start a lot of their announcement emails or email lists with a certain phrase at the beginning.

Mm. So you can say, Okay, any emails that are like that, I just want to skip my inbox. Mm-hmm. . So these will, they won't get deleted. They're not going to go

away forever, but they're just gonna skip your inbox when they get sent. So you can still search. Yep. , that's the important piece. Yep. , and that helps so much.

I mean, even, , something that is just top of mind for me right now is , I am an Apple fan boy. And nine times out of 10 when I get an email from Apple about some new product or whatever, I'm not really interested, but I am enough of a [00:11:00] Apple nerd to know when their big announcements and events are coming up.

So I can set up a filter like that, archive emails from Apple, and then I can just kind of know, okay, when should I be searching through all of my email to see maybe some recent emails from them that I. . Mm-hmm. . Mm-hmm. . Yep. Are those inspiration ones that you're like, I love these emails, but I haven't opened them in months, but I know I still want them.

Yes. Yes. So we're shifting gears a little bit here in secret number three, but we're still using this topic of filters because filters can be so powerful. In Gmail and there's so many ways to get creative and useful with it. One of the things that I found to be just next level helpful is creating what I call alias filters to forward mm-hmm.

Here's what I mean by that. What you can do is you can set up with Gmail, this is free, you can set up [00:12:00] certain aliases or, , other types of email address. So if I have a joey indie law.com, I could also have a Joey v@indielaw.com. And when I get emails from either of those, they technically I'll go to the same shared inbox.

So smart. I don't know why I didn't know that was a thing. So what you can do is you can come up with ideas for, okay, , how can I create a certain alias that I know that , if that type of email gets sent to me. I like that it's sent to me because there's a part of that where me as a business owner wants to keep tabs on it.

, but I know that's information that I'm just gonna forward on to someone on my team. Yeah, so you can create the filter of whenever an email with that alias hits my inbox, I'm gonna automatically forward it to this other person on my. Yeah, and I'm also gonna have it with me like speaking at, and it's the whole new place that email is available is on like your speaking page.

Yes. [00:13:00] Yeah. So this can be really helpful if you have some team and you don't want to, , totally. Kind of shift things so that there's like , a new email address that's not alias. , it can get tough juggling a bunch of different emails. ,

but this can be , really helpful. Again, you wanna set that filter to archive in your inbox automatically, so it'll skip your inbox even though it's technically getting sent to your email, and then it'll get forward to someone else.

But you as the business owner, , will still have that record of it being received, , in your inbox. , So smart and such a good way to be able to brand your kind of outward email addresses. Like we don't talk about that as being a thing, but when you start to uplevel, you start to see how all these businesses are setting up and you're like, Oh my God, I'm still using like a free Gmail email account.

, Yes. So just to give you, , an example on this one. , so there is a piece of Software that my team uses as a trademark law firm. There's a trademark software that we use, we have a separate login account [00:14:00] for. And, , , it makes sense for us to use my email address for us to log into, , that software.

, that being said, , there's someone else on my team who was driving the strategy. Around how to use that, how to make sure that our processes are up to date. And they email us all the time with, , like software updates, like version 1.0 0.2. Here are new things. And so what I've. after I realized every time I get this email, I'm already sending it, always sending it to the same teammate.

I was like, Let me set up this, , filter. And you can do this either based on who is sending it to you or by alias or by subject line, whatever, saying, Okay, when this type of email hits my inbox, I want this filter to automatically archive it for me and forward it to someone else. Yeah, that's . So how many of these can we take action on today?

I know, right? I know. , but again, it's really great to do these in order. Yeah, [00:15:00] that's a good, because , when I went through this well over 50% of the emails that I was getting was because I was on list that I didn't really need to be on anymore. Yeah. And as. Not fun as that might sound. It really is like future.

You will be so thankful that you took that time. You made it a party and you unsubscribe from as much as possible. Yeah. All right, so this fourth secret is, they're all kind of my favorites. This one might actually be like my favorite one because I see so many people doing the. Mm. So just to set some context, , in most email apps and definitely in Gmail, there are two main ways to categorize emails.

, you can either use folders or labels. Mm-hmm. and I remember at my old job, I used to use folders a lot. I've since learned that labels can be way more helpful

than folders [00:16:00] because, , if you get an email, you can only put it into one folder at a time. Mm-hmm. . But you can put as many labels on it as you want.

Yeah, that's good too. Cause I just started using a folder and two weeks later I stopped seeing the folder. . Yeah. Yeah. So , the mistake that I am seeing people make if they are taking steps on this, They think, Oh, labels, that's so great. And then they go crazy with labels. Mm-hmm. . And this is done with the best of intentions.

You're feeling really good that day and you're like, Okay, how can I set up this amazingly smart system? Do not overcomplicate it. The secret here is to create one label and call it later. Yeah. Yeah. And the reason why this is so next level helpful is because, When you look at an email in your inbox, after you look at it, either you should be responding right away [00:17:00] or you should be putting it somewhere out of your inbox in a way that you're still monitoring and managing.

Mm-hmm. , I like to think about, , when my wife Pat and I get physical mail, each of us have inbox trays, right? But when we go through that, after we open, Our rule is once we open that letter, it can't go back into the inbox. Yeah. And you really want your inbox to be preserved , for unseen, unread emails that haven't been processed at all yet.

Mm-hmm. . And so what's great about having one later label is this allows you to. Say, Okay, I've seen it. I don't exactly know what I'm gonna do with it next, but it seems like there's some next action. I'm gonna just add it to later, and I will say for this, if you, someone just asks, What is the label for Outlook?

I think that Outlook has a similar feature. You can also just use a folder for this cuz it's just one. [00:18:00] But the idea is you'll have time now to review your inbox and your later group of emails separately, and those could be, those would be more appropriate for like time blocking. Yes. So like I've got a 30 minute time block that I use for these later emails versus, Oh, this is like super important.

I'm gonna respond or forward it right away. Yes. If you don't do this, Then you have this stressful mess of your inbox where apps try and make it easy for you to prioritize things, but it never really works. So, Liz, you said that you have like over 10,000 emails in your inbox. Yes. So how ? So you have 10,000 unread emails in your inbox, and then you have more red ones.

Mm-hmm. that aren't. Numbered on that list. Right. Yeah. And I will say though that this, it's very different, , the way that I use email on my phone versus like my computer. Sure. So my phone [00:19:00] shows me all the unread where my computer doesn't. Mm. So that's the difference, but I still. Moving forward.

So much of this is gonna be so important because my strategy is like, Oh, just keep it unread. If this is a later category, I'm just keeping it as unread. Yes. And that does provide a little bit of stress because I'll start to see it go lower and lower down the list. and if it hits page two, it's done

Yeah. Oh yes. That's the stressful system. So yes, this is definitely, , I'm like the perfect person to be your little Guinea pig on all of this. . , it's also really helpful because eventually you're surprise, surprise, we're talking about team building secrets. Eventually you're gonna wanna bring a team member.

In to help you manage your emails. Yes. That's coming up in secret number five, but to prepare for that, you have to make their job as easy as possible. Yeah. You have to. How do it, So I need to be able to take some of these steps before I can pass it on to Amanda. Yes. , and if you can create this system for [00:20:00] yourself of only unread emails in the inbox.

Mm-hmm. , it allows you and your executive assistant, or who's ever managing your emails to be on the same page. Have you actually seen that email or not? Or which one of us clicked on it that made it unread? Mm-hmm. . Mm-hmm. . And so this is your way , of you processing things. Again, eventually you can have them helping at another level, but it's really nice if you bring someone on, you can create , a rule for like phase one of all of this that says, Okay, I, as the business owner, am able to put stuff in the.

Thing for now. You can't, Yeah. That way there's that sense of, okay, whether it's unread or not, because if people , are inside there, someone might click on an email that you haven't read yet, and then you just don't look at it because it shows unread or because it shows it's red. So having this later space, That's designated for that can really just help avoid [00:21:00] confusion or kind of finger pointing , if it seems like there was an email that got missed or that wasn't responded to and it just saves, , so much head space, right?

Like we get decision fatigue and like I've noticed a lot of times I answer an email for this simple fear that I'm gonna forget where I'm like, I don't need to use. in 24 hours, but I'm going to forget if I don't. Yeah, I think having that later inbox that's getting put on my calendar to sift through the later inbox will save

me some of that head space of , I can't go to bed at night cause I'm going to forget.

It's literally like a fear. Yes. And it's eliminate that essentially because it now becomes like a systematized part of my Yes. Thing. Yeah. Yeah. And , there's something nice right about like when you clean. and like the bedroom that was messy before or the kitchen that was messy before is now clean.

Yeah. Yeah. And you know, , there's that one drawer that's , everything is kind of crazy in there, but you can still walk through the room and just breathe easier. Yeah. There's something just [00:22:00] that's very true. Feels much better about having few, if any, emails in your inbox and just being very. Into this idea of , emails don't stay in the inbox for very long.

That allows you to have this sense of peace and calm, even if , your later space starts to get a little bit more like that miscellaneous drawer. Yeah, but that's so true. And , we have a fellow bbb der Diane I think is her name, who teaches people how to declutter. And she has a whole thing on digital decluttering.

Mm. And it teaches you on your home screen to like actually not have any icons. There's just one folder on your home screen. And there's studies. There is studies about this stuff. And I was like, All right, I'll do that. It took me about an hour one day color coded all my apps, put them in folder. But I'm telling you, it's a different feeling when I open my phone than names.

There's nothing. Yeah. Yeah. So there's real studies to this stuff. Yeah, absolutely. Absolutely. [00:23:00] Okay, and this brings us to secret number five, the most fun, which for lack of a better term, right now I'm calling , your boot camp delegation. So this is the secret where we talk about, okay, how can we actually bring on others to help you?

And I wanna stress. It's super important to do this in order. Mm-hmm. , because all of the secrets that we've talked above are things that will make it way easier for someone else to come in and manage. And you wanna make it as much as possible an easy win for someone to come in and do a great job managing your emails.

Mm-hmm. . And so the more that you set them up for success, the easier it will be for them to deliver. As, as just a ground rule, whenever my team onboards or welcomes , a new teammate into a different projects and we wanna build them to mastery in that area, usually we give them 90 [00:24:00] days and we say, Okay, within this 90 day space, we want to.

To train you up from a level of comprehension, just understanding what's going on to proficiency, to real mastery in this area where you could actually teach it and present it to someone else. If the truth is emails are super important. . And , if you want to get that done faster, you can. and there is a way to prioritize this with a new teammate where you can get them to mastery in 30 days.

Mm-hmm. . And I'm working on , a whole training around that. , because my team and I , have done it, we've got resources that I need to redact and turn in the templates to share with all of you. , It is definitely doable to get other people to start helping you out with your inbox. And , the more you decide to make it a priority, like a big rock that you're [00:25:00] really gonna commit to with that person, the faster you can get it done.

Yeah. Yeah. And I feel like, so I told you before the call, I have multiple inboxes. My issue isn't really like volume for. Email address. But I think if we can tackle it for, say my most high priority inbox. Yes. And we tackle the system, then I can have her start implementing it in the other two or something like that.

Yes. , but really cause it, I don't think it would take as long because it's not that I have a high volume. and one, I have a high volume Cause it's across all three. Yeah. So, yeah, , I feel like I should be, like, we should come back and, I don't know, however long you think it should take me. 60, 90 days. Oh yeah.

Report back. You guys can hold me accountable. , we can walk you through our 30 days to mastery delegation. Yeah, yeah, yeah. I'll be the Guinea pig. And then , we'll see how far I've come with my 10,000 . Oh my gosh. No. And I , I know we're [00:26:00] all poking at that number as a joke, but I, , this stuff , is so achievable.

And the reality is, Liz and I, , we're in a separate group right now where we're talking about, What would I call like these 4D numbers And as business owners, , we're either in a space of deciding or designing, delegating or doing mm-hmm. and a lot of times we're doing all of that stuff ourselves, even if we've got a small team.

But the lowest value time that we are spending on the business is the doer work. Mm-hmm. is the performer work. Mm-hmm. . And what's tough about emails? It is doer tasks, Yeah. More often than not. And so if we really want to get out of, , these five to 10, \$15 an hour task and activities, including responding to emails that aren't, , worthy of like our a hundred or \$500 an hour rate, or whatever it is that we say that we are worth.

Then we need [00:27:00] to find out ways to replace ourselves as the doers who are reviewing these emails and responding to things. Mm-hmm. and , I could go on for hours with like lessons that we've learned here. , I'll save more advanced tips for that later. Training, Again, we're putting together this resource, but , I'm curious , for all of you, if you have any questions, concerns, if you have your own insights and wins , and things that you wanna share, let us know.

Yeah. There's a lot of different ways to do this and I've seen it done a lot of different ways, but , I love the progression of , having it go in this order because, , my folder wasn't successful because I hadn't really done parts one, two, and three. Yeah. , and I'll say this too, if you are going on vacation, but you are reviewing your emails mm-hmm. , you're not unplugged. Yeah. Oh yeah. And if you are going on vacation, but you know while you're gone, that emails are just racking up and racking up. And when you get there and when you [00:28:00] get back, there's just gonna be this total backlog of emails.

It's not gonna be your dream vacation. . Yeah. I mean, even my husband is in , corporate and. His emails will just get absolutely outta control. Yeah. Well, and it's such, I mean , the business owner, the CEO in me, whenever I hear my live cat talking about how she's like, Ugh, I started off today with 200 emails and I worked through, I thought all of 'em, but now there's 250 emails.

And I'm like, Yeah, , you could have someone help you with that. And she's like, Joey, no, I can't. Like I don't run my business, but we get to do this stuff. Yeah. Yeah. And us being entrepreneurs and business owners is, allows us to have this gift of some, someone helping us in this really amazing way. Yeah. I love it.

So exciting. , this is really good stuff and , I feel like I'm always the good person to be on the other end. Cause I need it all. I'm like a sponge. I'm like, I get to jump what I call it, Joey, and learn all the things. Well, , you're [00:29:00] definitely, Far from alone in Oh yeah. , in this. And I'm excited to talk about this because it really seems like something that a lot of people are struggling with and, hey, I'm learning lessons around this too.

, but again, it was such a gift to me from my team when I came back and my inbox was in such good shape and whatever I can do to help other people have that. Experience and gift when they get back from time well spent off then. That's what I would love to do. Yeah, , and like I mentioned, it could be done even better because somebody's, , role is dedicated to this.

Yes. So that's what really excites me is knowing that some of these emails that I kind of wanna give attention to, but they're not, you know, they're like 50% on the priority list. Could possibly no longer say, Oh my gosh, yes. , , if we just zoom fast forward into your ideal future where you do have a rockstar [00:30:00] who is managing your emails for you, they're doing such a good job because there is a built out process and structure and probably like an FAQ section that they're going , to make sure that they're responding to things correctly.

I don't know about. But I do not like the idea of having to follow my own FAQ section as I'm going through my emails. Yeah. And so as you start to work this out, it also has this sense of like, I as a business owner don't want to be following the processes that my businesses should be following to do this well.

Mm-hmm. it. Like, I don't know about you, but like I am not a natural person who's just excited about following process rules. I like setting them up. I like managing. , but following processes that you set for yourself is really hard. And you're really setting yourself up for success when you go through these secrets , and [00:31:00] when you have a structure and , you've created a email managing machine that can function without you.

Yeah. And , I know you mentioned using that like you're sent as a way for. Your EA to see emails that are from you. Yes. I forgot what that was. Let's make sure that we cover that. , yes. So , I'll tease this cuz this is part of that bootcamp delegation. So if you wanna, It's like bonus.

Yeah. If you wanna do this in, , 30 days or so, here's a bonus on how to do it. It's worked out super well for us. So Gabriela is currently my executive assistant. I freaking love Gabriela. She is amazing and She not only manages my emails, but is also answering emails and responding to emails on her behalf, not just mine.

And , what we've done is we've created a separate signature block so that whenever she is responding to an email, she can just, instead of retyping anything out, she just clicks a button, chooses her name instead of mine, and [00:32:00] her signature pops up. Mm-hmm. what we've started to do, and , it's worked so well, is.

I'm getting in the habit now of whenever I can, if I get an email that , I see it and I wanna respond to it, I will still click on her signature and put, write the email on her behalf. Mm-hmm. , and even though it's me writing it, and that's been really helpful. And Gabriel has been really appreciative because now if she goes

into the sent folder, she can see emails that she doesn't remember writing, but shows a template of what she can do in the future.

Yeah, yeah. It's like building it, continuing to have this index of, , appropriate ways to respond to things. And I also thought about you guys' like kind of spreadsheet system. Yes. And how. If you don't actually wanna take the time to respond to the email, but your EA has some questions or maybes, [00:33:00] they could be sent to you in a spreadsheet and you can paraphrase responses or point them in a certain direction, but then they still go and actually do the work.

Yes. That is especially helpful if you're like Liz, and you have multiple emails that you're managing. Mm-hmm. , because then when it's time to manage, Your emails or go through what your team is, work, how they're helping with you, instead of clicking on all of the different accounts and then getting logged out of all of 'em.

Having , to re-log into everything again. You can go to this spreadsheet and in one place, see these different incoming emails, how , your team , is wanting to respond. , and what's great about it is the better that they get at it, the more that you're just saying looks. Yeah. Yeah, exactly. And that way , you're looking at everything in one swoop and they don't have to constantly say, Joey, I have a question.

Joey, I have a question. Joey have a question? Yes, exactly. The idea is, , , there's this sense that you, as the person who's inbox it is, [00:34:00] will check something like this spreadsheet the way that you're checking your email right now. Yeah. And so what I do is every morning I go into that spreadsheet.

See if there's any escalated questions or things like that. And as I'm doing , that is my email review time, not actually going into the email apps. And then you're not in the weeds of it. You're only seeing exactly what's what needs your attention. Yeah. And not being in weeds is so much a part of this because once you start experiencing the joy of not being in your inbox as much, you won't want to.

Oh my gosh, I'm so 90 days. I'm giving myself 90 days . Awesome. It hasn't been mapped out for the quarter, but we're gonna make it happen. Yes, yes, yes, yes. Awesome. Well, Liz, I'm excited to be, Figuring this out with you as you take action on it. , again, there are more resources and bonuses and things, , for the group.

, so if you're not in the Business Growth Advantage Group, make sure that [00:35:00] you're in there. , and if you wanna learn more about emails and things, again, make sure you join the group as well. We'll have a link somewhere around this video if you are tuning into it. And you're not in the group yet and you wanna.

Yeah. And just remember, you can put that one in the comments and we'll make sure that we get it to you , when it's appropriate. When it's ready. And , our last training, I think it was before your trip, I mean it was like such a hit that you did these video trainings inside the group. So , we're gonna keep on providing value.

It's such an awesome space. Awesome. , thanks again for joining me as always. Thanks to everybody who's been tuning in. , , and yeah, get loud in the comments. Let us know what your questions are, what your biggest tip or aha was, , and drop that one if you would love this resource , when it's ready to share.

Yeah. Awesome. Thanks, Joey. All right. Bye everybody.