Inbox Zero

action-based email

Merlin Mann
Google Tech Talk

Where's the Love?

Get a
System
(but, keep it simple)

Time & Attention are finite.

Time & Attention are Finite

Concept: Joel Spolsky

Manage Actions

Inbox Zero

Inbox Zero

- Email's just a medium
- One place for anything
- Process to zero
- Convert to actions

What is Processing?

More than checking
Less than responding

Answers: “So what?”

Make Sandwiches

(Don’t just take orders)

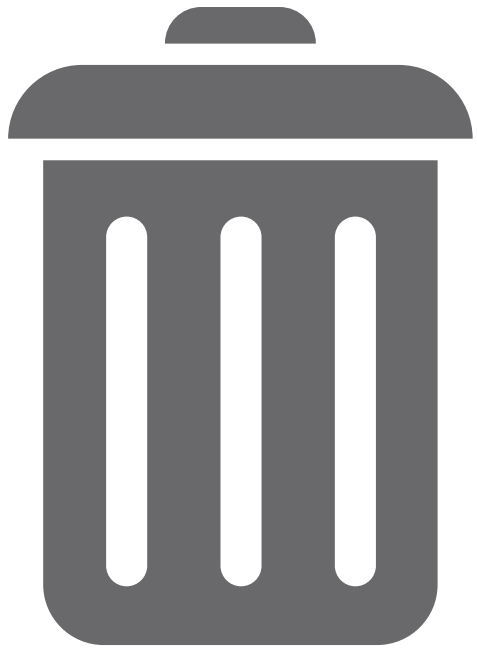
Delete

Delegate

Respond

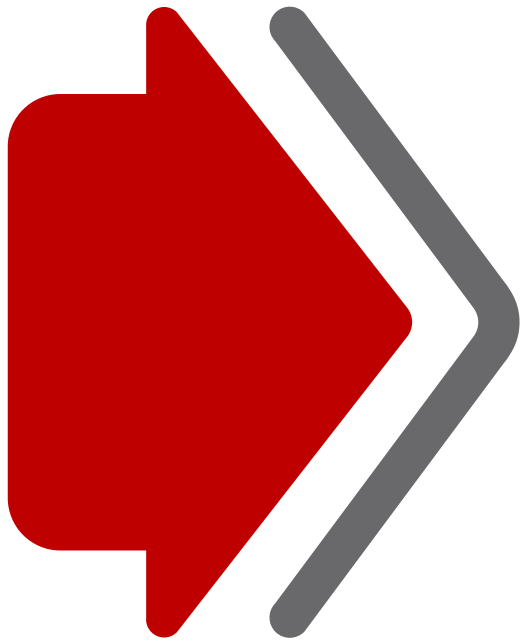
Defer

Do



Delete

(or Archive)



Delegate

Respond

Defer

Do

Choose One

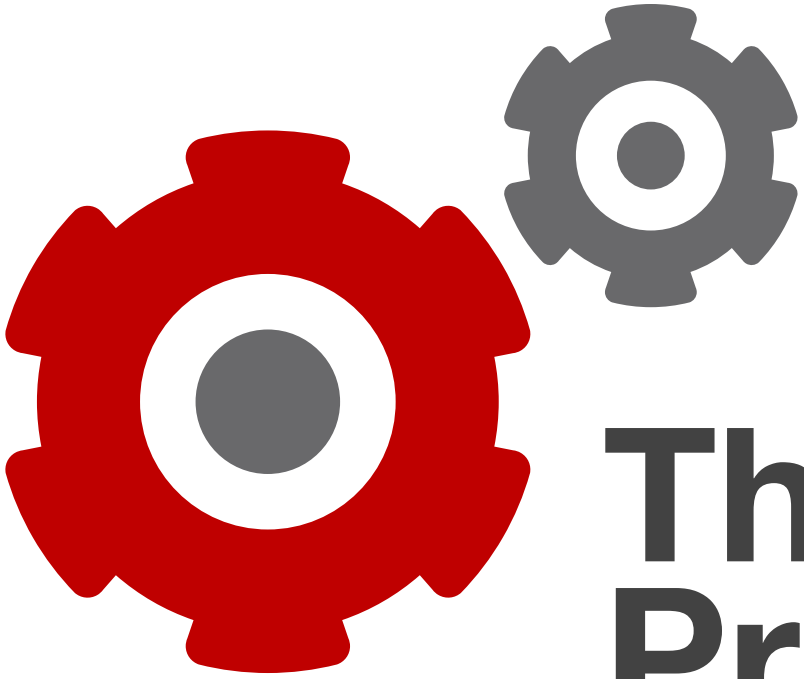
Delete

Delegate

Respond

Defer

Do



The Processing Habit

“We are what we frequently do”

— Aristotle

Do Email Less.

Cheat.

No fiddling.

Stay on target

Delete

Delegate

Respond

Defer

Do

Remember? Finite.

Thanks.

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