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FASTER FEWER BETTER EMAILS

MANAGE THE VOLUME,

REDUCE THE STRESS,

LOVE THE RESULTS

Interview Questions

1. You did a nationwide survey on email habits. What are some of the surprising things you discovered about what people are doing—or NOT doing—with their email?

2. What are some of the biggest timewasters in using email?

3. You have a chapter called "Cut the Clutter" that gives more than a dozen strategies for reducing the volume of email we receive. Can you give us your best 2-3 strategies?

4. You raise some fairly shocking issues about how email can expose us to personal liability and security risks. Sometimes this exposure happens even when we don't respond to an email at all—or when we merely ask a question. Can you mention some of those issues that can be the basis for liability and court cases?

5. What are the biggest mistakes that either make emails unclear or make writers look really foolish?

6. Many people hate to write—even short emails. They often freeze or at least have a difficult time getting started. Can you give some tips to get started or to think through the process to make writing easier and faster?

7. You point out several ways that improper use of email affects a person's reputation? You say that bad habits or improper protocol can take its toll on you. How's that?

8. What's your opinion about the use of emojis in email—smiley faces, and so forth? Some people use them all the time; other people wouldn't dare. How acceptable is that currently? How do you decide when and when not?

9. How important are subject linesl? And can you give us some examples of good and bad ones? Or principles for composing subject lines that make people open them rather than ignore them?

10. How important is proper grammar in email? Evidently, many people don't think grammar matters. What are some of the most common grammatical mistakes that cause misreading?