

IndSoft Systems Pvt. Ltd.

Understanding And Mastering Email Basics: A Guide for Every Email user.

A white paper by Murphy John

Remember Make Email your Servant (Not your master)



2011

About IndSoft Systems Pvt Ltd.

<http://IndSoft.net> offers Email Management, Managed Dedicated Server, web hosting, domain name registration to clients worldwide. IndSoft has achieved 13 consecutive years of sustained profitability and stability. IndSoft has more than 8000 customer base world wide.

Table of Contents

1. *Introduction*
2. *Before you start you email account.*
 - a. *Go for Best and reputed Email Supplier (Web Host.)*
 - b. *Protect Your Internet Brand.*
 - c. ***KISS: Keep it Simple and Small Email address.***
3. *Email Security.*
 - a. *Email password Management.*
 - b. *Enable Junk Email Filter.*
 - c. *Beware from Phishing email or unknown email link*
4. *Protect your email box from spam.*
 - a. *Protect your email from Email Harvesting and spamming.*
 - b. *Create Alternate ID for subscription, Social media and for blog.*
5. *Email Etiquette and Become an email master.*
 - a. *Email productivity tips and guide to become an email master.*

1. Introduction

Electronic Mail better known as Email. Email is cheaper and faster than a letter, less intrusive than a phone call and less hassle than a Fax. In last one decade, email became one of the important medium of communication worldwide. Unfortunately, Most people still are not able to effectively use the Email communication in the best possible way.

With this document we intend to simplify manner "A Basic Guide to Mastering Email" author is one of the internationally recognized Internet Expert with experience of more than 15 years in managing email and Internet Infrastructure.

This white paper by IndSoft Systems [<http://indsoft.net>] with inputs from experts is written to help businesses or individual, how they can have an efficient email setup (Corporate or Personal) with Ease, Secure, flexible to grow their business and save time.

Never forget, every email address whether it's corporate or personal email has a value. mis-management can lead to the under utilization of Business resource or waste of valuable human capital.

2. Before you start you email account.

a. Go for Best and reputed Email Supplier (Web Host.)

You should choose your web hosting provider with care. And that's not an easy task. So, how do you identify the best web host? Here's a quick web hosting checklist we've compiled for you:

Reliability: Web Host or Email Solution provider should be reliable and must have few years of expertise in webhosting business. Never select web host based on just competitive pricing. Web host who appears to be cheap at start could turnout to be very expensive at later stage.

Customer base and Background check: Talk to Customer Care Executive before signup and try to get few lists of reputed customer they serve and numbers of years in business. Never sign up just by looking at website or looking at competitive price list.

b. Protect Your Internet Brand.

Register all Internet Brands [companyname.com/.net/.org/.in/.co.in/.biz] same as your Business trademark to protect your business brand from Internet theft and Protect from Business Competitors. Your domain name is part of your Business Email id. (i.e: Murphy at indsoft.net where Murphy is name of individual and Indsoft.net is internet brand) so try to Buy all major top level domain extensions (.com, .co.in, .us, .in etc) for your domain name to prevent against theft and your web traffic being misled.

c. KISS: Keep It Simple and Small Email Address.

Always Keep Small and easy Email Address and Domain name so you can communicate fast over Phone or person can remember easily if it's very simple like info@ge.com or support@ba.com (ba.com is short form of Company Name) same way individual can keep small and easy email id like ceo@brand.com or vp@gm.com

3. Email Security

a. Email password Management.

After creating Email address next step to look at security points. It's always advisable to keep a strong password. Create your password with a string of alphabets, numerals and special characters [@\$%] to make it strong. And it's always advisable to change it frequently. Never store password into files or write into dairy. Always keep password in MIND.

b. Enable Junk Email Filter.

Reputed Webhost provide Junk Email filter or spam Filter as a part of Email Solution. Many webhost also charge extra. So always make sure your Spam Filter is Active with your email account. It helps you to prevent your email box from unwanted emails from unknown people.

c. Beware from Phishing email or unknown attachment link

Many times, you will get email from multiple banks, Paypal, E-Bay and they will ask to enter Login/Password to re-active your account. This is known as phishing emails to get login/password detail of user and possibly misuse such critical data. Reputed websites will never ask for your password over email. Same way, never click on any unknown email attachment; they may contain dangerous Malware/Virus Scripts. Never download any attachments or Double click on a file or an email which has come from any unknown email address. Double Clicking on unknown attachment can send your system and email password detail to hacker.

4. Protect your email box from spam email (Junk email).

Spam mail or junk email means unwanted email into your email. Many times you can see more than 50% of Inbox message filled up with Junk email. Contents of such email are not useful or relevant for you that's why it's called as JUNK.

Protect your email box from Email Harvesting and spamming.

Most of time your email address gets picked up to spamming list by software called "Email Harvesting". Email harvesting is software or script which runs on internet and collects Email address using standard technique. So it's always advisable not to keep email address on website or post it on public access webpage. Many techniques also available to protect website from email harvesting. It is always advisable to use the email as name at domain dot com. This prevents the email id's being harvested by the software. If you wish to display on your website then display your email address with image file.

Create Alternate ID for subscription, Social media and for blog.

Never use your corporate/ individual id for any news group or for social networking website. Always create separate email address for blogging or any public activity on internet. Because once your email address goes to spammer they will keep sending you Phishing email or direct marketing email.

Unsubscribe from unknowns mailing list.

Always keep habit to Un-Subscribe your Email address if you get email from unknown or unwanted mailing list. This can prevent you from any future email by specific mailing list. As I told in previous point keep separate email address for subscription or public website.

5. Email Etiquette and Email Productivity Tips to become an email master.

a. Make Email your Servant (Not your Master)

Your email is not your work; it's simply a tool to help you do your work. But like any tool it can be ineffective or even dangerous when used wrongly. Here few tips on "how to make email your servant not your master."

Check your email at specific time interval:

Check your email at designated times. This won't work for some jobs. But always remember "Your Work is more important then just checking an email." Keep habit to check your email two or three time in a day.

Message Title or Subject line.

Subject line is very important for every email. By looking to Subject line Recipient should get basic idea about your email purpose. So Always Compose Clear Subject. If you're delivering a report or information, Subject line can be "Delivery Report for XYZ." Or " Information on XYZ".

Use Email Templates to reply fast:

Create templates for routine replies. Creating templates helps you respond back emails quickly. It also helps you know when to telephone. Unless you need to send the same message a group, or keep a record of what you said when to whom, the phone may be faster.

Create a Dedicated Signature

Make sure that your signature contains complete contact details. It might be a link to your Website Address, E-mail Address, and Phone etc. Signature makes your work easy. You just need to type your message rest should be automatic cover by your Signature.

Keep your Message Short and Simple.

This benefits you and the person on the receiving end of your email, particularly if that person is busy like you. Like: Cut out unnecessary words and sentences, Address the essential: not everything warrants a response. And use paragraphs liberally. It's easier to read, and makes your email more approachable.

Structure your mails by Specific Directories/Folders:

Folders are there to help you organize your mail. Firstly, use a relevant naming system to what you're doing. If you're biggest priorities now are (1) South Project (2) North Project, then name your folders as that.

Maintain your contact list.

Your contact list is a valuable asset that rewards attention and maintenance. In most cases when you receive an email from a new business contact then you should add them to your contacts immediately. Years later you might want to contact them and it is important to have their details. It is handy to sort your contacts into different categories – social, customer, supplier etc. Take a back-up of your contact list separately from your main computer so that you still have it even if disaster strikes.

Final Note:

Having an Email address is an Important business tool which gives flexibility and optimum level of time management, So one must follow correct process that will bring usefulness and flexibility.

Happy Emailing!

Contact Information:

Mr.Murphy John

Co-Founder

IndSoft Systems Pvt Ltd.

Email: murphy at indsoft dot net

Phone : +91 9821350870 /91-22-28631151

Web : <http://www.IndSoft.net>

Disclaimer

Whilst every effort has been made to ensure the accuracy of the information contained in this publication, neither the Indsoft nor any of its members past present or future warrants its accuracy or will, regardless of its or their negligence, assume liability for any foreseeable or unforeseeable use made thereof, which liability is hereby excluded. Consequently, such use is at the recipient's own risk on the basis that any use by the recipient constitutes agreement to the terms of this disclaimer. The recipient is obliged to inform any subsequent recipient of such terms. All the brand names, trade marks and company names used in this ebook are respective brands and trade marks of the companies holding these brands.