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Topic of note - the state of the internet

How many emails were sent in 2010? An estimated 107 trillion according to the recent 'State of the Internet: summing up for 2010'.

See:

[Social Media Graphics](#)

Allowing for the fact that about 80% is spam, that is still a staggering amount of email traffic which needs to be processed.

Poll of the month

Dear Reader,

Welcome

Thank you to everyone who participated in the January Clean Out Your Inbox Week. There was a great response and we are still sifting through them all. If you missed out but want to run a similar activity either yourself or with a group of people, all the materials are on our [Blog](#).

One of the hot topics was **email addiction** and that's the focus for this month's e-briefing.

Hope you find this edition useful.

Kind regards,
Monica Seeley

Overcoming email addiction

The fact many people felt the need to log in on Christmas Day suggests email addiction is still quite a problem, and one which costs individuals and their business dearly in terms of stress and errors made under stress.

Are you an email junkie?

Benchmark yourself using our latest Email Addiction self-assessment tool.

See either [Mesmo website](#) or [Brilliant Email website](#).

Tips of the month

Ways to stop being an email junkie

We have posted two sets of tips for overcoming email addiction.

Email Addiction I - [five ways to cure being an email junkie](#).

Valentines Day is approaching. Will you be sending an e-card to your loved one?

[Click here](#) to participate and enter the draw for a free copy of 'Brilliant Email'.

Did you log in on Christmas Day?

Thank you to all 722 people who took the poll. 55% of you confessed to logged in at least once. 25% logged in three or more times. Men logged in more often than women. The free copy of 'Brilliant Email' went to Grant Smith of AzteQ Solutions.

For full details - [Click here](#)

Contact points

Phone: 01202 434340

Email: [Monica](#) or [Susan](#)

Web: [Mesmo](#)

[Email Addiction II - the cost to you and your organisation - more tips to reduce your level of addiction.](#)

To start detoxing yourself you need to remove the temptation and find ways to reduce the number of emails you really need to handle. Here are four more tips.

1. Go cold turkey from time to time - especially over the weekend and on days off. Put your iphone, Blackberry etc in the safe and just take an old fashion mobile phone which only handles calls.
2. Manage people's expectation of when you will reply. For example, tell them you only check your emails every hour and to call you if it's more urgent. Use an auto response to acknowledge emails and say when you will respond.
3. Set yourself a limit on the number of emails you send each day - the more you send the more you receive.
4. Read 'The Winter of Our Disconnect' by Susan Maushart. It's an insight into how much we miss by being so addicted, not just to email but all forms of e-communications from Facebook to instant messaging.

Brilliant Email

Copies can be purchased either from a bookstore or directly from us for £9.50 (£8.00 plus £1.50 pp). To order a copy please email [Susan](#).

Events

15 February - Smart Email Management Workshop - London

See [Mesmo events](#) or email [Susan](#).