

IDEAS

Inside**IDEAS** > The Biz Coach Page 36 > The Lesson Room Page 38 > Next Gen Retailing Page 40

THE RETAIL DOCTOR | BY BILLY CUTHRELL

GET THE MOST OUT OF GMAIL

If you read my November 2017 article, I discussed a few ways we use Gmail in our shops for maximum email productivity. I could have written, perhaps, several pages alone, just on the subject of all the ways we customize Gmail to make our work lives easier. You may use another email client, but Gmail has over a billion users and has become the default email platform for many businesses and individuals.

In this article, I'll delve further into setting up your Gmail so you can get the most out of your email. Please note that I do not receive compensation from any company mentioned.

SETTINGS

Many superuser functions can be found on the "settings" page. Start by clicking "the gear" icon in the upper right corner. From that drop down box click "settings." Once you're on the settings page, you will see tabs located at the top of the page (general, labels, inbox, accounts).

Each of these tabs offers many customizable options, but one of my favorites is the "labs" tab where you can find a bunch of experimental items that Google is testing. With that in mind, there are some great tools that can be



Save time and simplify online communications with these tips and tricks

used for some serious productivity, but keep in mind that they can go away at any time.

RECALL YOUR EMAIL

Have you ever written that take-this-job-and-shove-it email message to your boss and wish you could retract it? You can take it back *if* you're quick with this nifty little Gmail hack.

Click "settings" in the gear icon and then in the general

tab at the top, and then check the box that says "enable undo send" in the "undo send:" section. Click "save changes." Under "enable undo send," you'll see an option to adjust the cancellation period. You have five, 10, 20 and 30 seconds so the email will not be sent to the recipient until the allotted time has passed. After that, you're on your own to explain your actions.

YESWARE

Built primarily for salespeople, Yesware is a powerful tool that allows you to track email open and reply rates, link clicks, attachment opens, and presentation page views. You can also place calls from your inbox, set up email drip campaigns and set up email templates — all from within your Gmail inbox.

Of all the powerful features offered, the one thing I like about Yesware is its resources page found at Yesware.com. Want to learn what a drip campaign is and how to set one up? There's a free guide for that. Emails not getting the open rates you want? Yesware has a great tutorial on better email subject lines backed by data. I used the free subject line guide and my open rates went up 14 percent.

The bottom line on Yesware: There's a free trial and tons of free content so you can spend hours learning to be a powerhouse email pro just by perusing Yesware's website.

GMAIL APPS

What would your phone be without apps? Boring.

Go to suite.google.com/marketplace to browse hundreds of apps available for your Gmail account. You'll see a sidebar on the left and under each heading (business tools, productivity, education, communication and utilities) are subcategories. Each app has an overview along with ratings and reviews.

Need software that can track online recruitment, help manage job requirements and track the applicant? There's an app for that. Installed something you never use or don't like? No problem.

This is just the tip of the iceberg on how to best use Gmail, but it's enough to get you started and will provide hours of solid learning. **MI**

Billy Cuthrell is the founder and owner of Progressive Music Center and miConsulting and an adjunct professor of music industry studies at Appalachian State University. Need help with your business? Contact Billy at billy@billycuthrell.com.