

# 3 Simple Rules to Make Email Suck Less

*pay it forward | reduce volume + stress | increase impact + happiness*

- 1. BCC: move as many people as you can to BCC with each email reply.** Always transparently move everybody who not *directly* relevant to your reply to BCC. (This reduces email volume for others now and for you later.)
  - Put the first line, before the “Hey all” salutation, in square brackets: [Moving W, X, Y, and Z to BCC for all the usual reasons.]
- 2. Edit subject lines when the topic changes.** (People ignore emails with old subject lines; if you’re using Gmail, doing this maintains threads). **E.g.,**
  - Next steps on \_\_\_\_\_ and \_\_\_\_\_ partnership
  - Or** (my preference), put the old subject line in square brackets *after* the new one:
    - Updates to our chat [Was: “NYC 7/6 Meeting Invitation”]
- 3. Start a new thread for every new conversation,** (even if it means typing out people’s email addresses again).

**Bonus Tip:** An email subject line has 40 *characters* to make its point *because* many people read emails on small-screened phones. For an important email, send it to your smartphone first to see if the important ideas are visible. If not, revise and try again.