

A structured system for managing client email inboxes efficiently, ensuring nothing slips through the cracks.

The inbox zero system — 5 rules

1

Process once

Read it, action it, then archive or delete. Never leave it sitting.

2

2-minute rule

If a reply takes under 2 minutes, send it immediately — don't defer.

3

Label everything

Every email gets a label: Clients / Invoices / Follow-up / Urgent.

4

Snooze strategically

Non-urgent emails get snoozed to a specific future date and time.

5

Batch check-ins only

Inbox is checked 3× per day only: 8 AM, 12 PM, and 5 PM.

Recommended folder structure

Folder	Purpose
■ Inbox	Live emails awaiting processing
■ ★ Starred / Priority	Flagged for same-day action
■ Clients	All client communication threads
■ Invoices & Payments	Billing records and receipts
■ Follow-up	Emails awaiting a response or action
■ Newsletters / Reading	Non-urgent reading material

■ Archive	Processed emails for reference
■ Trash / Spam	Deleted and filtered junk

Label / tag colour key

● Urgent	Needs action today
● Clients	Client correspondence
● Invoices	Billing & payments
● Follow-up	Awaiting response
● Admin	Internal business tasks