Gmail has a user base that is almost 20% of the world’s population, and those 1.5 billion people have a lot of untapped email productivity potential. That’s why I set up a bunch of dummy accounts to show you my favorite tips and tricks for Gmail.

1.Task-specific addresses

Ok, how many people have their “real” e-mail account and their spam e-mail account? Like when you want to sign up for a newsletter, but you don’t want to see it constantly. You can create separate e-mail addresses using one main address just by adding a plus sign after your address. So, my address is DainEvansCNBC@gmail.com. If I want to sign up for the CNBC newsletter, because why wouldn’t I, I just us DainEvansCNBC+newsletters@Gmail.com. The newsletter will still come to my inbox, but I can filter it out really easily so I don’t get overwhelmed.

2.Filters

Gmail’s filtering systems super detailed. Basically, you can filter your emails on almost anything within an email which is helpful for categorizing and prioritizing emails. Let’s say I get a lot of emails from my family and they always sign off with ‘love you’. These are super important emails, but can be addressed at a later date. You can set up a filter to put any emails with ‘love you’ in them to skip your inbox and go right to your ‘Family’ folder. You can follow up when you have the chance and those emails aren’t mixed in with your professional stuff. This works super well with spam that Gmail doesn’t automatically filter out. You can even create filters within an email. Just click the menu button and select filter messages like these.

3. Scheduled send

I send a lot of emails after work hours, which means I either have to put those emails into a document or save them in my draft folder and remember to send them the next day during work hours, like we live in the Stone Age or something. Now, all you have to do is type out your message, click that little arrow next to the send button and pick a time to send it. Similarly, on mobile, just click the three dots next to the send button, tap ‘send later’ and pick your time. But Google says that mobile features coming in the next few weeks.

4.Undo Send.

OK, this one has saved me so many times. See this? ‘Dear Dain, I’d like to discuss giving you a million dollars. Sincerely, Jade.’ I respond, ‘Dear Jane, that’s incredible. I’m so happy to have the opportunity to receive a million dollars. Sincerely, Dain.’ I hit the send button, but I have a bad feeling about it. I can hit ‘Undo,’ and the email will open back up for one last look. I misspelled Jade’s name and that might have hurt my chances at a million dollars. Of course, this has tons of practical uses based in reality. To turn on this feature, just go into your settings and set the duration of the undue period. Mine is at 30 seconds, which gives me plenty of time to remove mistakes.

5.Snooze.

This feature came to our inboxes in Google’s 2018 update. It lets you hold off on replying to less urgent emails. Say you get an email from a client saying they don’t have an answer for you right now, but to check back next week. Lest ye forget to follow up, you can snooze the email until next week and it will pop back up in the top of your inbox.

6.Canned responses.

Now, do you ever find yourself replying in the same way to multiple emails? You can turn on canned responses to fly through those repetitive emails. Go into your settings, click on advanced and enable canned responses. Then once you’ve drafted your email, just click the menu button in the compose window, click canned responses and save your template.

7.Automated emails

You can use those canned responses along with email filters to send automated responses. Say you’re hiring an assistant and receiving a bunch of application emails. You can set a filter for ‘assistant’ and select your canned response, ‘Thank you.’ Any email that has the word ‘assistant’ will be sent that thank you email.

8.Periods don’t matter.

This is less of a trick and more of a tip. I’ve gotten so many confirmation emails and reservation emails from people with similar addresses who just forget to put in the periods. Some email providers considered the period in the official address. Google does not. Use ‘em, don’t use ‘em. It doesn’t matter.

9.Contact groups

Now do you frequently email the same group of people. like for a team project? You can compile those email addresses into a group in your contacts so you don’t have to add all of those people each time. For this one you’re going to have to leave Gmail and go to your Contacts page. There you can select who you want in the group and create a label for that group. Just go to Gmail, compose a message and start typing the group name. It will show up and everyone in that group will be emailed.

10.Smart compose.

Here’s another feature that rolled out in the 2018 redesign. Smart Compose will predict what you’re about to type so you don’t have to type it. See, I say things like, ‘let me know if you have any questions,’ and Gmail predicts this. So I just start typing and press tab for it to autocomplete. And with an even more recent update, Google said Smart Compose is even more personalized, predicting your next move with even more precision. See, there’s more to Gmail than meets the eye. Play around with these and the many, many more features that are available on Gmail.

Untapped – нетронутый

productivity potential – производительный потенциал

I set up a bunch dummy accounts - я создал кучу фальшивых аккаунтов

tips and tricks - секреты и уловки

Task-specific addresses - адреса для конкретных задач

Separate – отдельный

I don’t get overwhelmed – Я не буду перегруженным

those emails aren’t mixed in with your professional stuff – эти письма не перемешаны с профессиональными материалами

This works super well with spam – это хорошо работает со спамом

Scheduled send – отправка по расписанию

draft folder – папка черновик

Similarly – так же, подобным образом

Undo Send – отменить отправку

Sincerely – искренне

Incredible – невероятно, потрясающе

Misspelled – написанный с ошибкой, опечатка

plenty of time – достаточно времени

Snooze – вздремнуть

hold off on replying to - воздержаться от ответа на

Canned responses – законсервированные ответы

to fly through those repetitive emails – пролететь через эти повторяющиеся письма

save your template – сохрани свой шаблон,

hiring an assistant – нанять помощника

receiving a bunch of application emails – получать кучу заявок по почте

frequently – часто

compose a message – составить сообщение

rolled out - выкатить