

HOW TO MANAGE YOUR EMAIL ADDRESSES **WITHOUT** LOSING YOUR SANITY

Introduction:

Setting up a presence online is one piece to building your brand and providing accessible means for your customers to reach you. Trying to maintain all of your emails in one address can be overwhelming; but so can logging in and out of multiple email accounts for the different hats you wear as a manager, employee, friend, family member, or any other roles that might apply.

Signing up with REQS.TECH will set you up with a domain name for your business, as well as two **separate** email addresses by default - one for your preferred first name and one for inquiries. These will be set up through the ReqsTech Google Workspace, which allows for any additional domains or email addresses you require.

The additional email addresses can be configured to send and receive in any mail application you choose, but this guide is focused on the Google environment.

Secondary email address OR alias email address?

A **secondary email address** is exactly as it sounds. It has its own routing through servers, and shows different information depending which account you are logged into at the time.

Using a separate email address in Gmail can be managed fairly easily with separate profiles in your browser, switching between them as necessary.

An **email alias** is a way to sort and filter emails before they hit your inbox.

If you are the sole business member, or if you handle multiple roles in a business that you need to keep separated for workflow or record-keeping reasons, aliases can be set up to reduce logging in and out of separate email addresses.

For example: sales@yourdomain.com + support@yourdomain.com *within* your name@yourdomain.com email account login.

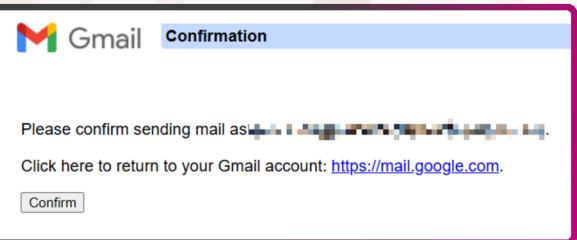
Additional note:

Each separate email address will come with its own Google Drive storage bucket, which can be used for backups, automation scripts, and most types of documents that Microsoft Office applications are used for, such as spreadsheets and slide decks.

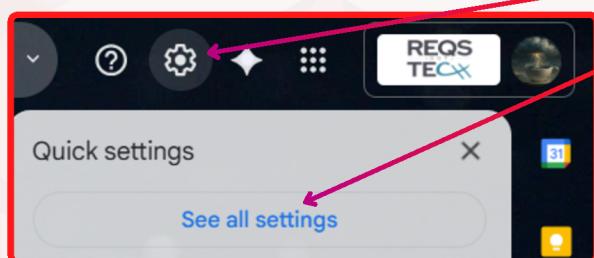
EMAIL MANAGEMENT

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You should have received an email from Google Workspace that notifies you of a new account. Open that and follow the instructions to validate the email and set your password. Once that email address is active, continue with the instructions below.

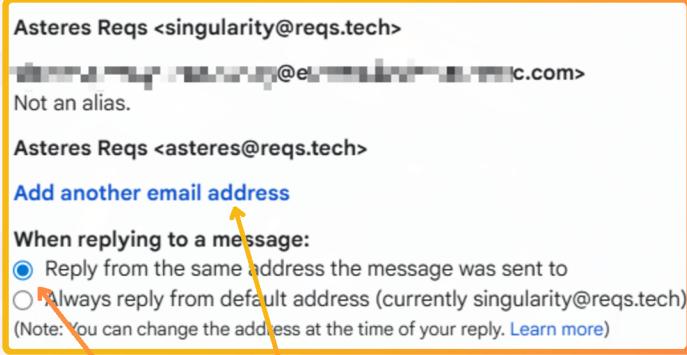


01.



In your Gmail account, click on the Gear icon to open Quick settings, then select **See all settings** to open the full settings interface.

02.



Click on the **Accounts** tab, and under the **Send mail as:** section choose **Add another email address**.

Choose your preference for replies - will show externally as your main account or will they stay separated by email address?

03.

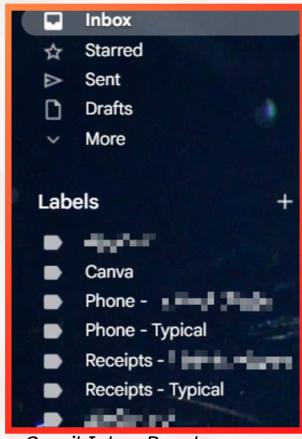
A screenshot of the "Add another email address you own" form. It asks for information about the other email address, stating "(your name and email address will be shown on mail you send)". Fields include "Name" (redacted) and "Email address" (redacted). A checkbox "Treat as an alias" is checked, with a link "Learn more". An optional field "Specify a different 'reply-to' address" is also present.

In order to send mail as an alias of your main account, check the box to enable that feature.

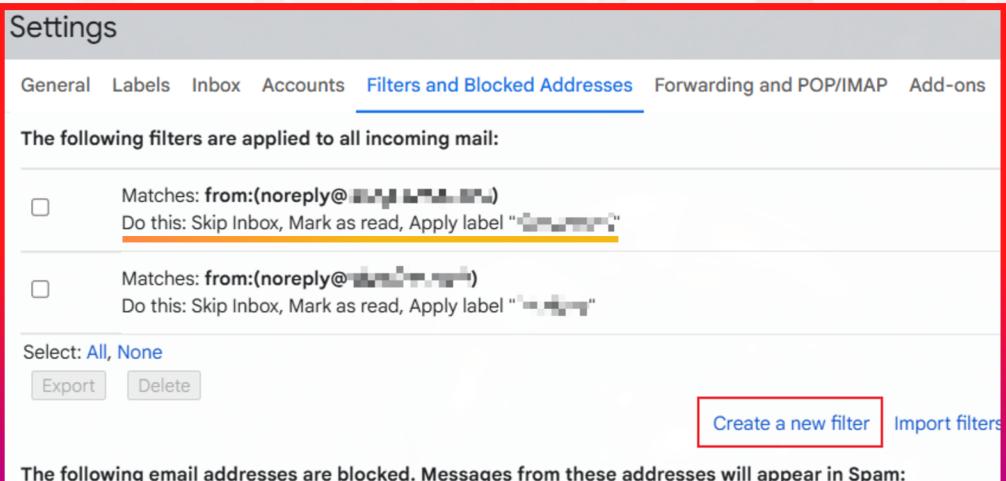
ADDITIONAL TIPS FOR EMAIL MANAGEMENT



Set up Filters to sort based on the email alias.



Gmail Inbox Panel



The following filters are applied to all incoming mail:

- Matches: from:(noreply@...) Do this: Skip Inbox, Mark as read, Apply label "..."
- Matches: from:(noreply@...) Do this: Skip Inbox, Mark as read, Apply label "..."

Select: All, None Export Delete Create a new filter Import filters

The following email addresses are blocked. Messages from these addresses will appear in Spam: [Gmail Inbox Settings](#)

In Gmail Settings, click on the [Filters and Blocked Addresses](#) tab to [create](#), edit, and otherwise manage filters and blocked email addresses.



Gmail Inbox Toolbar



Emails in your inbox can be managed without opening them by [marking as read](#), [snoozing](#), or [creating a task](#) to be followed-up on later.

Filters have a lot of options, such as:

- automatically star emails from certain people as important
- flag messages with specific keywords
- sort messages based on the address, function, or any other category you find useful
- set messages (like receipts) to be automatically marked as read and archived for reference in the future, without needing to deal with alerts and notifications

