



Just for Today

speaking of databases...

"What may be done at any time will be done at no time." - Scottish Proverb

Have you looked at your inbox lately? I have to tell you that I was overwhelmed by mine ... until I discovered that some people have thousands upon thousands of email just sitting there, clogging up the system. Missed opportunities.

Sure, we all kid ourselves that we know exactly where that important document is in the piles on our desk, and we think that we can easily pull out those important emails from an overstuffed inbox. In reality, only in our imaginations.

What's the point of having the perfect database marketing system if the database - the foundation of the whole thing - is a mess? Yes, your e-mails are part of that database.

Back to my inbox - why was I in a mess? I had simply not taken the time to set up the rules, flags and other tools right there in Outlook to deal with my email. I knew how - I just never got around to it.

Funny how often the very solution to what we need is taking the time to learn what is already available - and doing it.

Just for Today: stop reading, stop thinking about it, and start doing. Make the time to get your database organized so that you can recognize the gold in it.*

Angela