

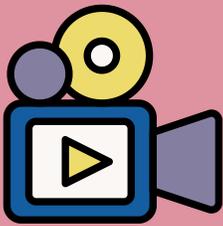


LABELS & FILTERS

STREAMLINE YOUR GMAIL INBOX

BLUE BUTTERFLY SOLUTIONS:
TAMMY SCHAEFER





STEP BY STEP GUIDE TO USING LABELS & FILTERS IN GMAIL

[Click to watch video](#)

Strategies for an Efficient and Organized Inbox

- **Combine Labels and Filters:** Use **Labels** for on-the-fly **sorting** and **Filters** for **automated** organization.
- **Review Folders Regularly:** Set aside time to go through your “Read Later” and “Action” folders to stay on top of tasks.
- **Refine Filters:** Adjust your **Filters** over time to ensure they capture all relevant emails without missing anything important.

Here’s steps for applying these strategies:

1. Organize Low Priority Emails With Labels and Filters

- **Create a “Read Later” Label:**
 - In the left-hand menu, scroll down and click "Create new label."
 - Name the label "Read Later".
- **Set Up a Filter:**
 - Open Gmail and click the gear icon (Settings).
 - Go to "See all settings," then "Filters and Blocked Addresses."
 - Click "Create a new filter."
 - Enter criteria like "From" to specify the sender of the newsletters.
 - Click "Create filter."
 - Apply the Label Automatically:
 - Select "Apply the label" and choose "Read Later."
 - Optionally, select "Skip the Inbox" to keep newsletters out of your primary view.

Best For: Automatically organizing newsletters for later reading.

2. Manage Actionable Emails with Labels and Filters

- **Create an Action Needed Label:**
 - Follow the steps above to create a label called "Action Needed."
- **Apply the Label:**
 - Open an email, click the label icon, and assign the "Action Needed" label.
 - Optionally, set up a filter to label emails with specific keywords (e.g., "Follow-Up," "Urgent").

Best For: Organizing emails requiring action into a dedicated folder.

3. Manage Actionable Emails with Labels and Filters

- **Set Up a Filter for Specific Senders:**
 - Use the "Create a new filter" option to sort emails from a specific sender.
- **Customize the Filter:**
 - Enter keywords or set criteria like "Subject includes" or "Has attachment."
- **Choose an Action:**
 - Select actions like "Apply the label," "Skip the Inbox," or "Mark as important."

Best For: Automating the sorting of recurring emails based on sender or content.

Want Help With Your Email?

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