

# Commonsense in E-mailing

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Nearly 110 million people now use e-mail, collectively receiving seven trillion messages annually, according to the Electronic Messaging Association. Depending on which study you read, the typical executive today receives between 150 and 190 e-mails a day. Even after accounting for spam, you're still looking at 80 to 120 e-mails per executive, per day. Any way you cut it, that's an awful lot of communication coming at you at high speed.

The advantages of using e-mail are abundantly clear. It's fast; it's transmitted nearly instantaneously after you push the "Send" button. (Only the Internet Service Providers (ISPs) on your end and on the recipient's end have any real say as to when the e-mail actually shows up in the other person's mailbox, but in most cases it's less than two minutes.)

## **50 Million Users in Record Time**

Radio gains 50 million users - 40 years

Television gains 50 million users - 13 years

World Wide Web gains 50 million users - 4 years

*Source: Time Magazine*

E-mail is relatively inexpensive. In most locales you pay one flat monthly fee to have e-mail service. Of course, within your organization, e-mail is included as a communication tool at your disposal, much like the telephone on your desk is.

