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## Reasons to Use Delay Delivery for
## Your Outgoing Emails

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# 7 Reasons to Use Delay Delivery for Your Outgoing Emails

Here's an idea to make you more effective as a leader, influencer and communicator. In business life, timing is important. Using Delay Delivery allows you to schedule your outgoing email for when they're most likely to have maximum impact and allow you to get a quality reply.

## 1: Write email when it suits you

Using Delay Delivery allows you to write an email at a time that suits you but have it arrive at a time that best suits the receiver. You can write an email days or even weeks in advance and have the message arrive at an appropriate time for the receiver. Many write an email and then save it their Drafts folder to send some time later. And how many times have they then forgotten to do that? By using Delay Delivery, you don't have to remember to go back to the Drafts folder and send the message later.

## 2: Your email arrives at an optimal time

There are times of the day and times of the week that are more suitable than others for your message to arrive. For example, recipients are more likely to respond (and with a lengthier reply) earlier in the week.

It's also important to note that research showing that work emails after hours are detrimental to employee health and long-term productivity. So important, in fact, that French laws came into place on 1 January 2017 that oblige organisations with more than 50 workers to start negotiations to define the rights of employees to ignore their smartphones 'after hours'. The measure was introduced by labour minister Myriam El Khomri, who commissioned a report submitted in September 2015 which warned about the health impact of "info-obesity" which afflicts many workplaces.

## 3: Enhances your professionalism

Using Delay Delivery to have your message arrive at an appropriate time during business hours enhances your professionalism. This way you're not seen to be writing email at all sorts of odd hours of the day or week. However, it's important to realise that while your email is time stamped with your nominated delivery date/time in the recipient's inbox, if they double click to open the email the time showing will be when you composed and sent the message!

## 4: Provides opportunity to edit later

Using Delay Delivery allows you to go back to a message and make any edits or improvements before it is sent. For example, you might wish to 'soften' a harshly worded message or add some details or an attachment not thought of when it was originally composed.

## 5: Reduces chances of your email being missed

Using Delay Delivery helps to avoid your message getting lost in the 'morning purge' by your recipients. If you send a message 'after hours' it could be sitting in your recipient's inbox along with dozens of other messages when they check their inbox in the morning. Amongst these will be a host of spam and other low priority messages that will have the recipient in a 'delete' or 'purge' frame of mind - there's a risk your message could be lost in this process!

## 6: Avoid email 'ping pong'

Using Delay Delivery reduces the chances of getting caught up in email 'ping pong'. When you send a message, your recipient might reply very quickly, while you're trying to focus on other messages or tasks. If you then reply, you can get caught up emailing back n' forth.

## 7: Helps to manage expectations

For leaders and managers, using Delay Delivery helps you control expectations and have influence with others. When you send a message that arrives at odd hours, recipients will wonder if they are expected to respond straight away or soon or some time later and it's difficult for them to know when they are expected to respond.

## How to Use Delay Delivery (for Microsoft Outlook users)

1. Compose a new email
2. Go to Options > Delay Delivery > Check the box that says "Do not deliver before" > then select date and time.
3. Your email will sit in your outbox until the scheduled time.