



Top Two Tips to Improve Your Emails

Gone are the days when a few emails trickled in a day, to be read at your leisure. These days, law professionals spend over 9 hours a week reading emails, with most sending and receiving about 50 per day. Occasionally, an important email is overlooked and unread – or worse, skimmed and forgotten. Apply these tips today to make your emails stand out enough to be prioritized, read, and acted on.

1. Write detailed, meaningful subject lines

Everyone loves hearing from you, but sometimes the fact that you're the sender isn't enough to make the reader prioritize your email. So you'll need to craft subject lines that are specific and enticing. Remember the timelessness of email too; instead of using time-dependent words like "agenda for tomorrow's meeting," use specific language so that readers can locate and refer to the email days later, e.g., "agenda for the 4/4/17 meeting on updated vacation policy." Well-chosen details make the reader more likely to open your email before one with a vague subject line.

2. Focus and be brief

Try to keep your emails under 250 words when possible. Studies conducted by the email software provider Boomerang indicate that every word over 125 reduces the response rate. Practice being direct, clear, and concise to make every word count. Limit each email to one issue only; doing so increases the likelihood you'll get a reply that also stays focused. Since many people flag their emails and use them like a to-do list, compose separate emails for separate topics (each with a tailored, specific subject line). If the needs of your firm justify a long email, use structural features like headings, lists, bullet points, and short paragraphs.

Try these out and let us know how it goes – Do what you can to make inboxes happy.



Get a Handle on Spring Cleaning

The task of spring cleaning at home or in the office usually goes one of two ways: either it gets put off until "some other time" or it becomes a huge undertaking that never seems to end. Find a sweet middle path to make your clean-up an easy success.

Take it a little bit at a time. There's no need to do it all in one day. Break down big jobs into smaller tasks. Whether you're deep cleaning the windowsills or reorganizing your desk drawers, plan to spend no more than 30 minutes on each mini-task. The time limit will keep you focused and moving from one task to the next.

Enlist help. After you've broken down the big spring cleaning jobs into smaller, quicker tasks, you could enlist the help of family at home or colleagues at the office to get the job(s) done all together. Put on some lively music and dance-clean your way through the day. If you think your team needs extra motivation, offer an award to the person who does the best job.

View each room or area of focus like a clock. Where to begin? Where to move next? How to finish one thing before getting distracted by something else? Think of your room, or the area you're focusing on cleaning, as a clock face. Start at the 12:00 position and clean around the room clockwise. You'll get a full sweep of the room, and if you stop to take a break, you'll know exactly where to pick off from.

Quarterly Newsletter from Northstar Legal Inc.

NorthStar Legal, Inc. is excited to present to you our quarterly newsletter, POLARIS!

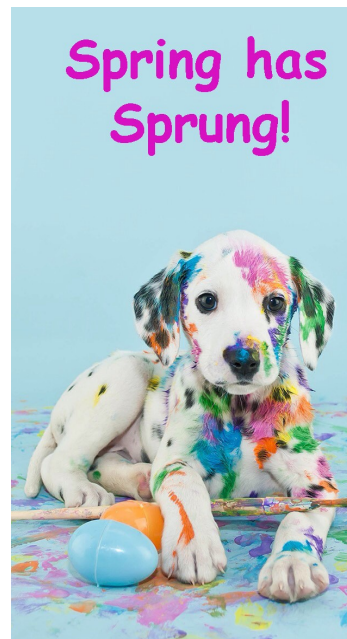
Since early times, navigators have used Polaris, also called the North Star, to guide them towards their destinations. At NorthStar Legal, our goal is to assist you in navigating your hiring process.

A Note From the Editor

Spring is here and it's time to clean up! Let's make the most of 2017. We've set our goals for this year, now let's get out there and achieve them! Just remember, your mind is a garden and your thoughts are the seeds. You can grow flowers, or you can grow weeds. Change is beautiful.

NorthStar Legal, Inc.

-Jennifer Magnusson



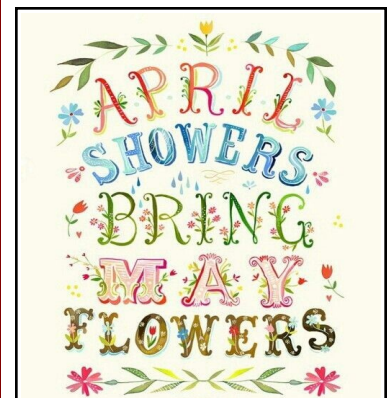
Spring has Sprung!

"Spring comes, and the grass grows by itself."

-Lao Tzu

"By letting go, it all gets done."

-Lao Tzu



I always find something I've lost when I do my spring cleaning. This year it was my mind.



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