

# MEDIA KIT

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## About EMAIL OVERLOAD

- Email is the dominant mode of business communication, and continues to grow in size, scope, and complexity.
- Despite its many benefits, it can be a highly challenging, frustrating, and often maddening form of communication.
- It often leads to [Email Overload](#), a situation where the volume of incoming messages exceeds your ability to review, respond, locate, and manage them.
- Email overload is associated with missed deadlines, poor decision making, productivity loss and personal stress.



## About THIS SITE

- Dedicated to providing information, resources, and tools for improving Email skills and reducing Email Overload.
- Topics include technology and tools, personal workflow, time management, group dynamics and corporate culture.
- ["30 Best Tips eBook"](#) available for free Download.
- New eBooks, services and site enhancements are being continually released.



## About THE AUTHOR



- Michael Einstein is a full-time business technology professional for a large, multi-national corporation and has worked for several firms across varying industries in roles that blend business processes and technology solutions.
- Undergraduate degree (BS) in Computer Science, graduate degree (MBA) in Information Technology, and a Doctorate (DBA) in Business Administration.
- [Doctoral dissertation](#) was on the impact of targeted training on Email processing skills and Email Overload, which was the motivation to build this site to share information on this topic.
- Adjunct Professor of Business at [Wilmington University](#) and [Delaware Valley University](#).
- Active in Information Overload and Email research and on the [Steering Team](#) for [Information Overload Research Group](#).



## Site Services & Resources Offered

- Free [“30 Best Tips to Reduce your Email Overload”](#) eBook.
- Email Overload [“Products”](#), [“Reading List”](#), and list of [“Productivity Tools”](#).
- [“Resources”](#) list of Researchers, Practitioners, and Solutions.
- Email training eBooks available in the Email [“Overload Store”](#).

## Site Metrics

Consistent Site Growth, Doubling Annually!

Year	Monthly PageViews <sup>(1)</sup>	Monthly Sessions <sup>(1)</sup>	Mailing List <sup>(2)</sup>
2016	3,000	2,200	80
2017	5,100	4,200	200
2018	9,200	8,000	400
2019	<b>16,500</b>	<b>14,500</b>	<b>700</b>

*Notes: (1) As of first of each year, Google Analytics (2) As of first of each year, MailChimp*

## Site Demographics

A Global and Diverse Audience of Viewers!

U.S. <sup>(3)</sup>	U.K. <sup>(3)</sup>	India <sup>(3)</sup>	Canada <sup>(3)</sup>	Australia <sup>(3)</sup>	Other <sup>(3)</sup>
48%	6%	5%	5%	5%	31%

*Notes: (3) 3-month Average as of 3/2019, Google Analytics*

## Speaking, Training & Advertising

- Available for guest speaking, seminars, lunch-and-learns, and Webinars on topics of Email processing, Email training, and Email Overload.
- Custom Email Training is available to individuals, groups and corporations.
- Can provide referrals to other top practitioners globally.
- Advertise your firm or solution on the Email Overload Solutions website. We have several programs available listed in our [Advertiser Kit](#).

**E-MAIL OVERLOAD**  
SOLUTIONS  
TAKE CONTROL OF YOUR INBOX!

