

Dealing with Spam Emails

Tips & Tricks to manage spam and junk emails



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iPad Lessons
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What Is Junk Email?

Without a shadow of a doubt the number one question I am asked is “How do I get rid of spam Email?”

Unfortunately there is no silver bullet.

Spam email has been a major problem for the past 30 years and the volumes sent everyday are extraordinary.

What is spam/junk email anyway? Spam email is any email you have received that you did not subscribe to. It is unsolicited email.

Where many people get confused is they associate junk or spam email with the type of junk we may receive in our letterbox.

This can cause a lot of confusion. When we receive similar emails in our email inbox a lot of people just assume it is junk and move it accordingly.

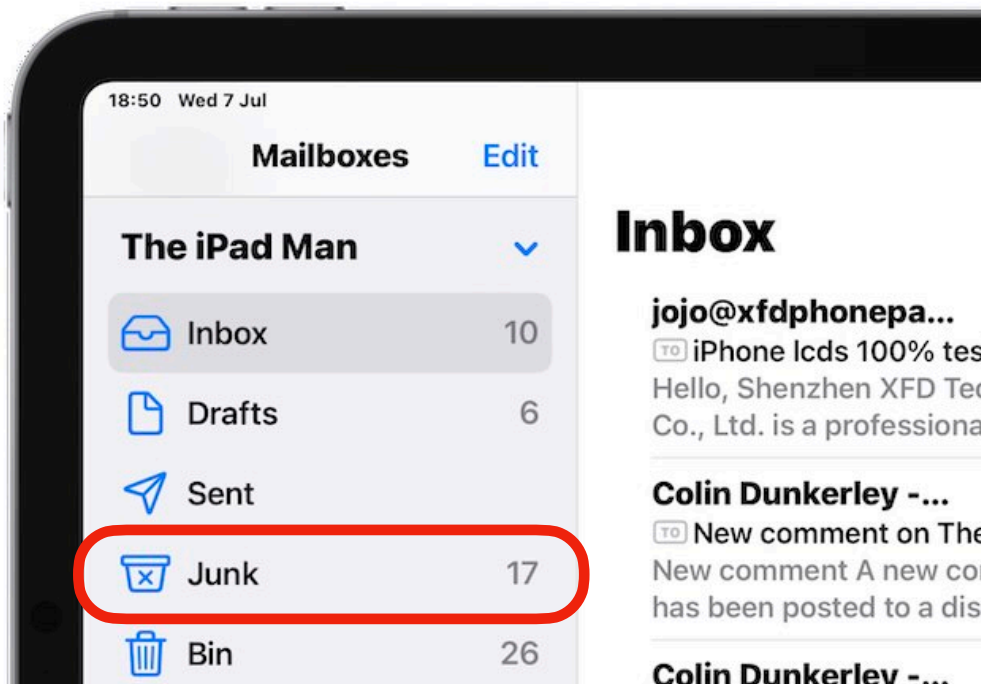
The problem is that confuses the programs that are trying to filter out the unsolicited junk. Please follow the instructions in this lesson to understand how you can manage your junk/spam a little better.

All instructions in this lesson are the Apple Mail app only. If you use other apps like Gmail, Spark, Outlook etc they will have other techniques or instructions to achieve a similar result. Unfortunately I cannot create the instructions for the many different programs that people use for email.

Feel free to ask any questions about the Dealing with Spam Lesson. You can send your questions to questions@theipadman.com

Spam or Junk Filters

Junk Mailbox

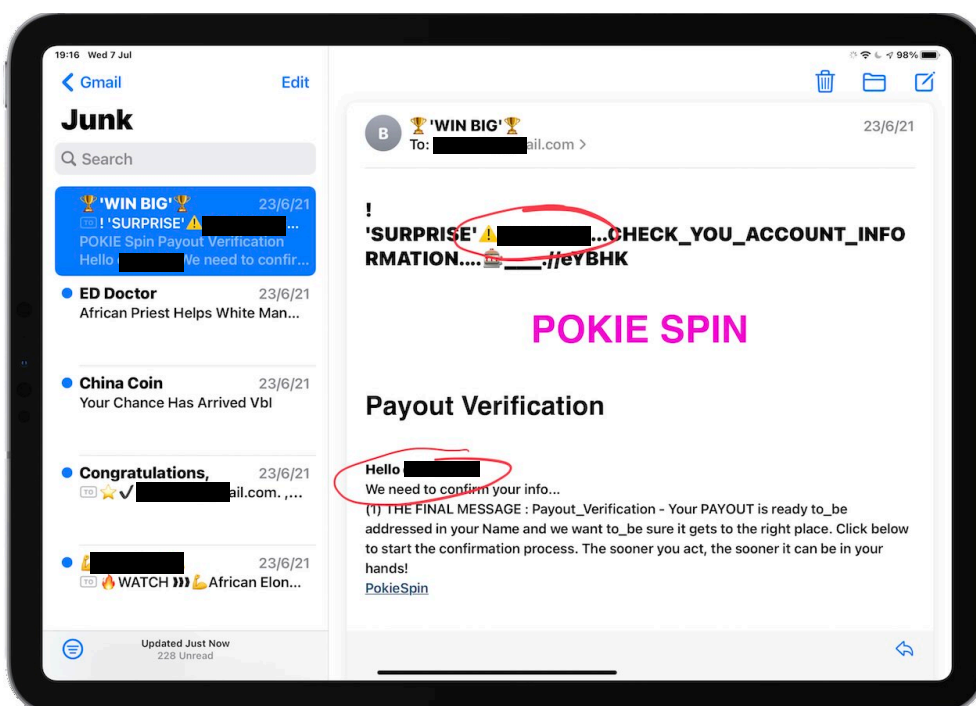


Most email programmes do their best to filter out junk/spam emails and place them in a Junk or Spam folder.

If spam email HAS made it to this folder you DO NOT need to do anything more. You do not need to delete them. In time they will delete automatically.

Any interaction with them risks identifying your email address to the scammer

Inbox



If a spam email has not been filtered out and is your inbox then you have to treat it differently. It will need to be moved to the Junk folder.

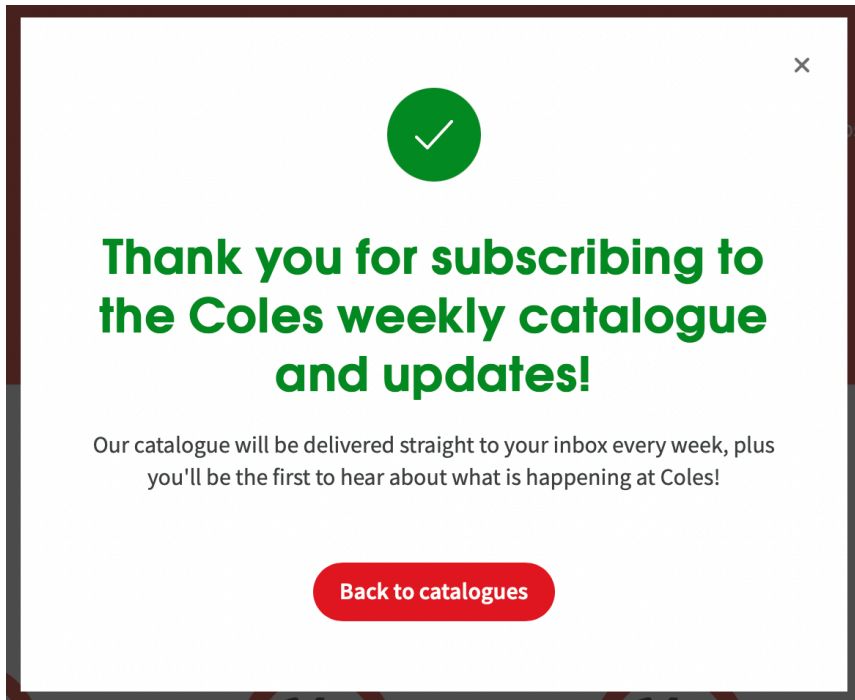
Don't open it or delete it

Some email is clearly spam but others can be a very clever scam.

See further notes on how to deal with both.

Do Not Send Legitimate Emails to Spam or Junk

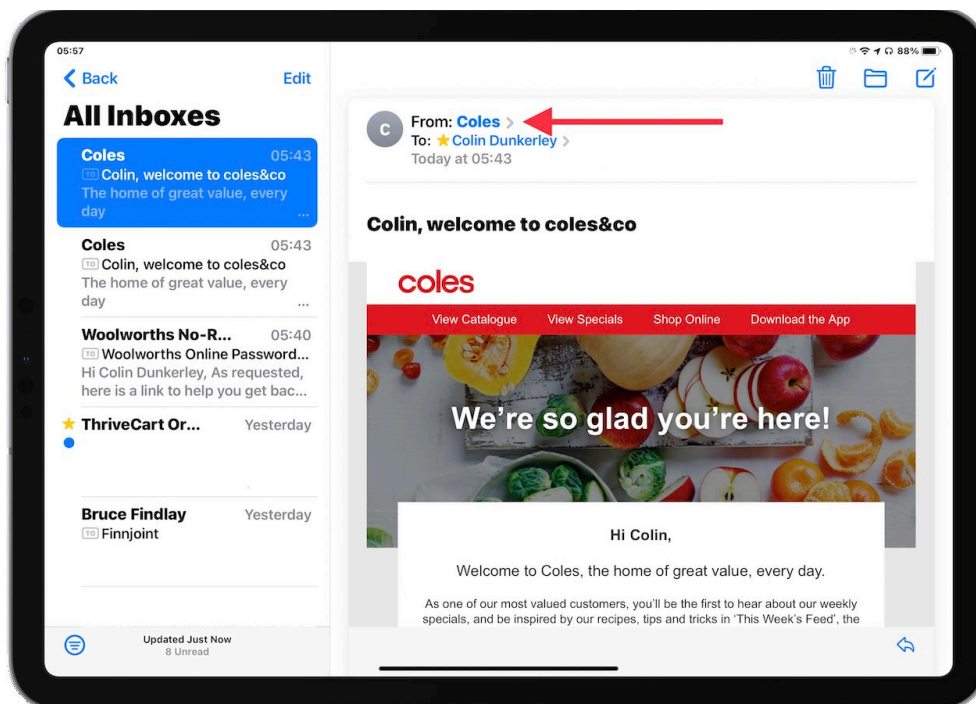
Catalogue Emails are Not Junk if You Subscribed To Them



So many people assume that because you receive junk mail in your letterbox from retailers like Coles that when you receive an email from them it is also junk.

If you subscribed to the email it is not junk and to tell the programme it is confuses it from being able to filter out true junk.

If You Did Subscribe Use Unsubscribe Not Junk



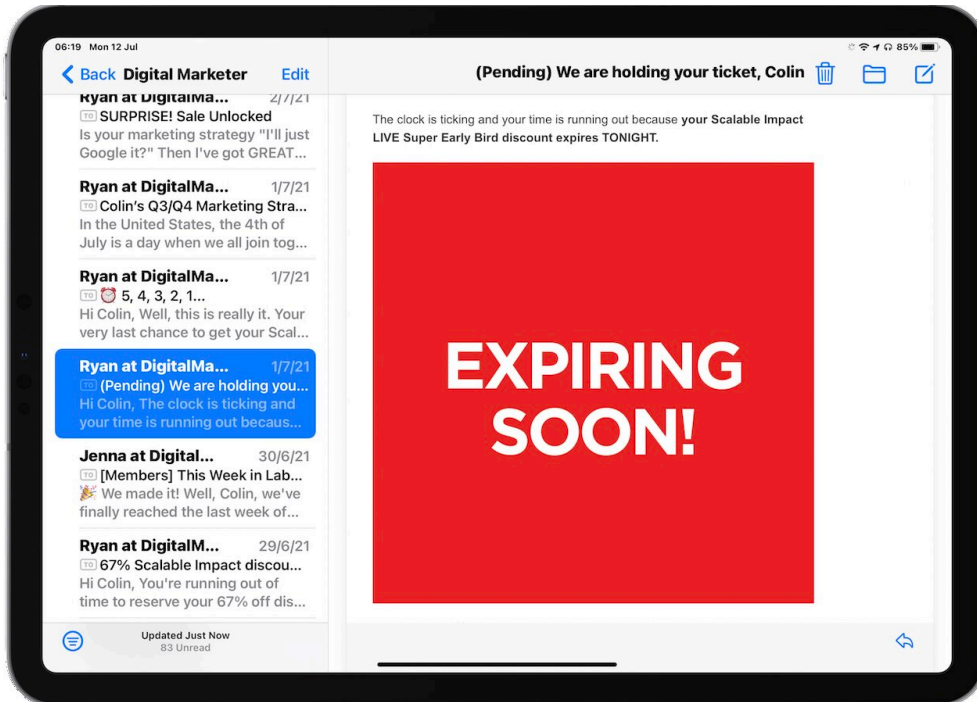
If you did subscribe to this brands email through either a newsletter request or purchase of a service or goods from them then take the time to unsubscribe properly from their communications.

DO NOT send legitimate subscribed emails to junk.

Sending mixed messages to the programme makes it harder for it to find the real junk

FOMO - Fear of Missing Out

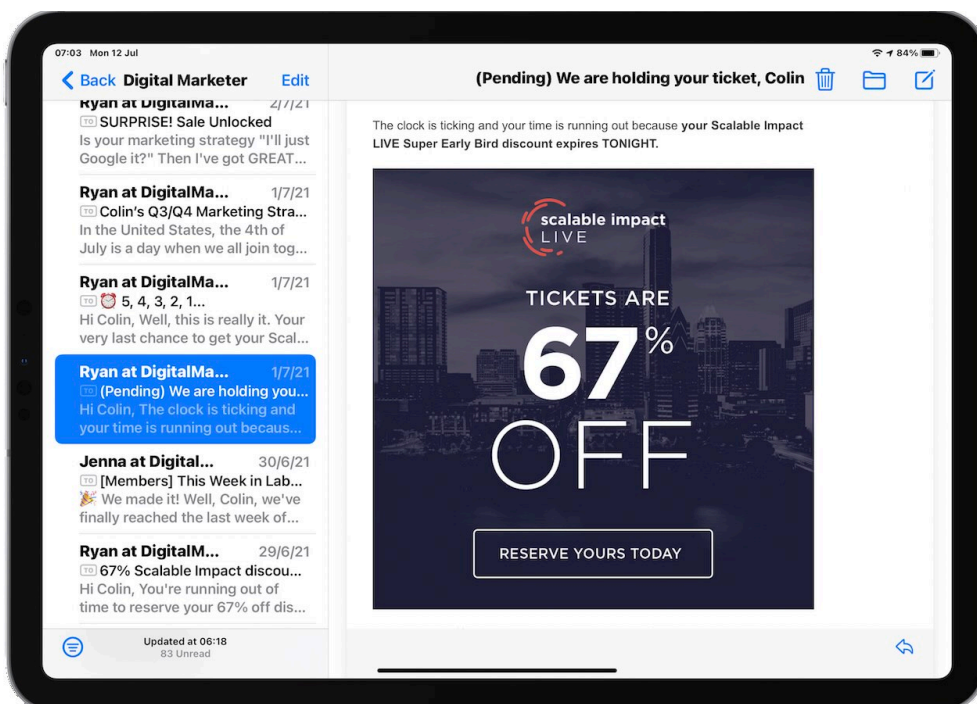
Everything Is Always on Special



Making the task of filtering out spam email is the fact so many people have a fear of missing out on a deal and sign up to too many newsletters and specials.

There has never been a better time to search the internet for a deal. YOU DO NOT need to receive daily/weekly updates from businesses with their specials. It is time to get over the fear of missing out.

It Is Time To UNSUBSCRIBE



I challenge you to unsubscribe from just about every email that you receive from a company.

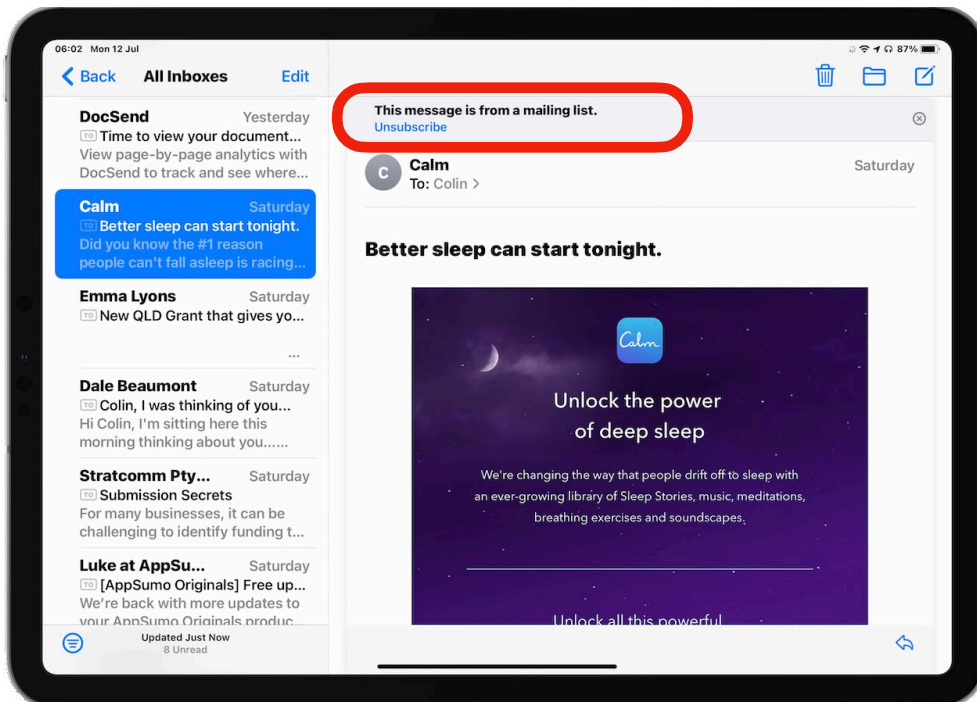
Give yourself a daily challenge to ween yourself off this addiction to information or daily deals.

It is time to take back control of your inbox.

Start unsubscribing from most emails!!

Unsubscribe from Emails

Newsletters You Have Subscribed To

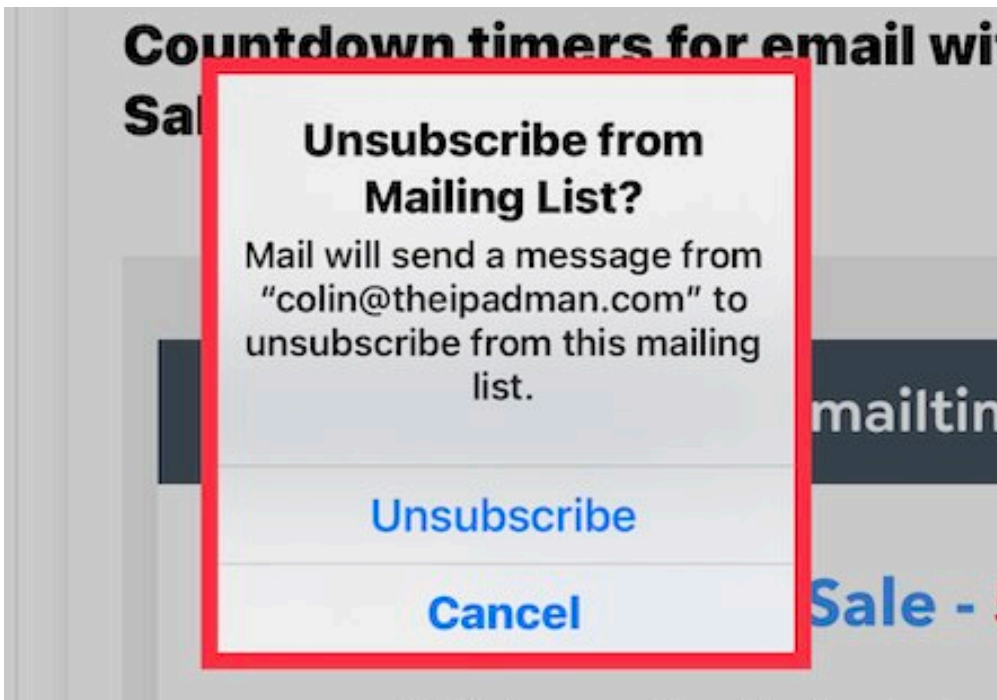


Apple is trying to help you see when an email is a bulk marketing email and offering you the opportunity to unsubscribe right from the top of the email.

Where Apple has been successful in identifying a bulk email you will see Unsubscribe brought right to the top.

Take advantage of this and unsubscribe.

Unsubscribe With Apple's Mail App Help



After tapping unsubscribe at the top of an email in the Apple Mail app you will get a further prompt to Unsubscribe.

This second tap is needed to complete the process.

Unsubscribe From Bottom Of Email

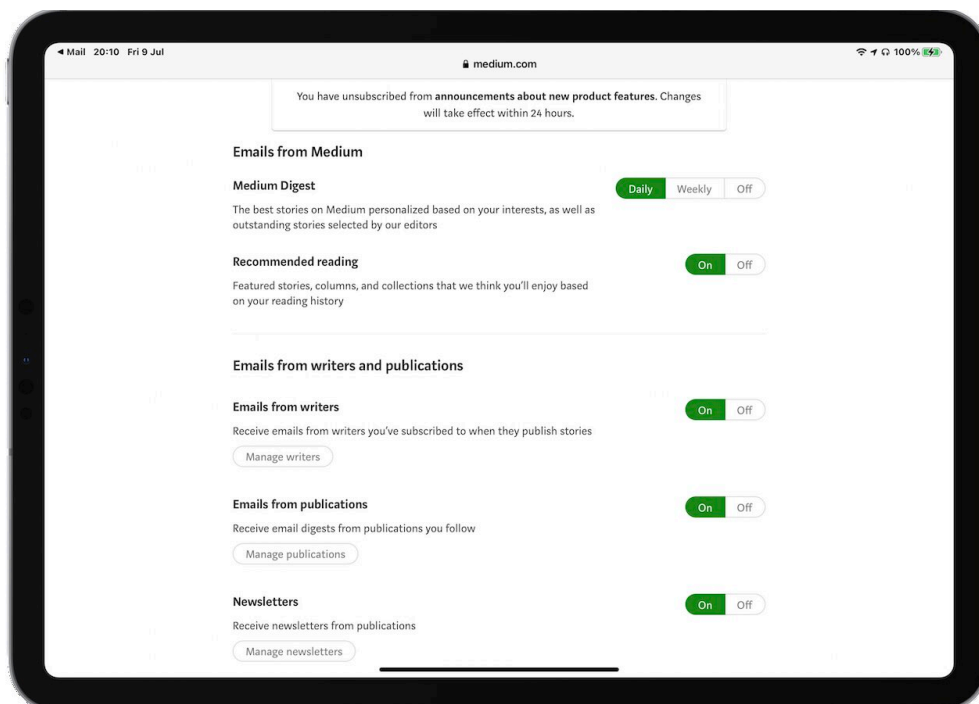


If the option to unsubscribe does not appear at the top of the email then check the bottom.

Usually it is in the smallest font and you have to hunt to find it.

Tap on the unsubscribe link and follow the instructions given which will vary from company to company.

Update Preferences



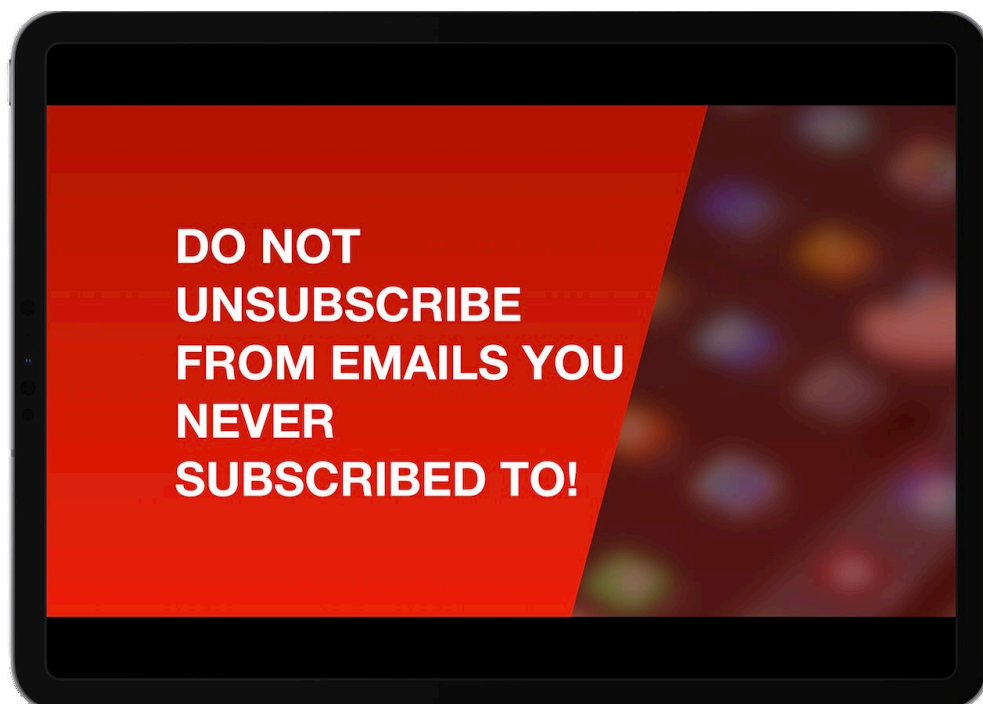
Sometimes you unsubscribe and continue to receive emails. That is because you have been added to more than one list.

You may tap unsubscribe and only be removed from one list of many.

If given the option to update preferences you may find that you need to unsubscribe from multiple lists to stop emails from that company

DO NOT UNSUBSCRIBE FROM EMAILS YOU NEVER SUBSCRIBED TO!

The Number One Reason People Receive Even More Spam

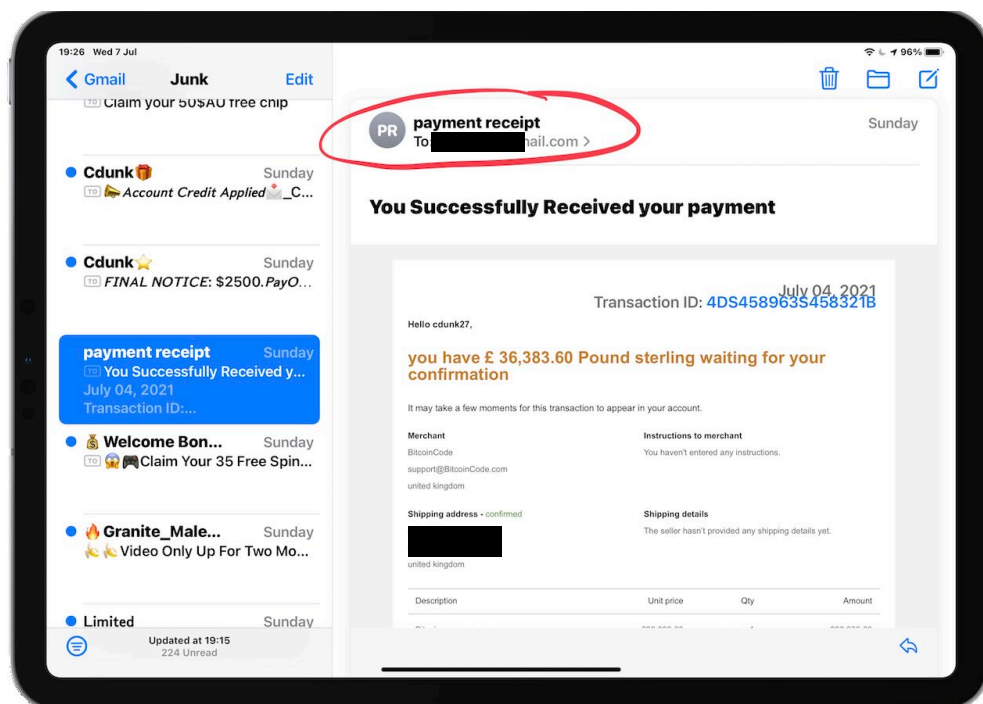


If you unsubscribe from an email you never subscribed to you have just told the sender that you are a real person.

If you do this you can expect to receive even more spam email.

Do not unsubscribe from something you never subscribed to in the first place

Tap on Senders Name in the From Field

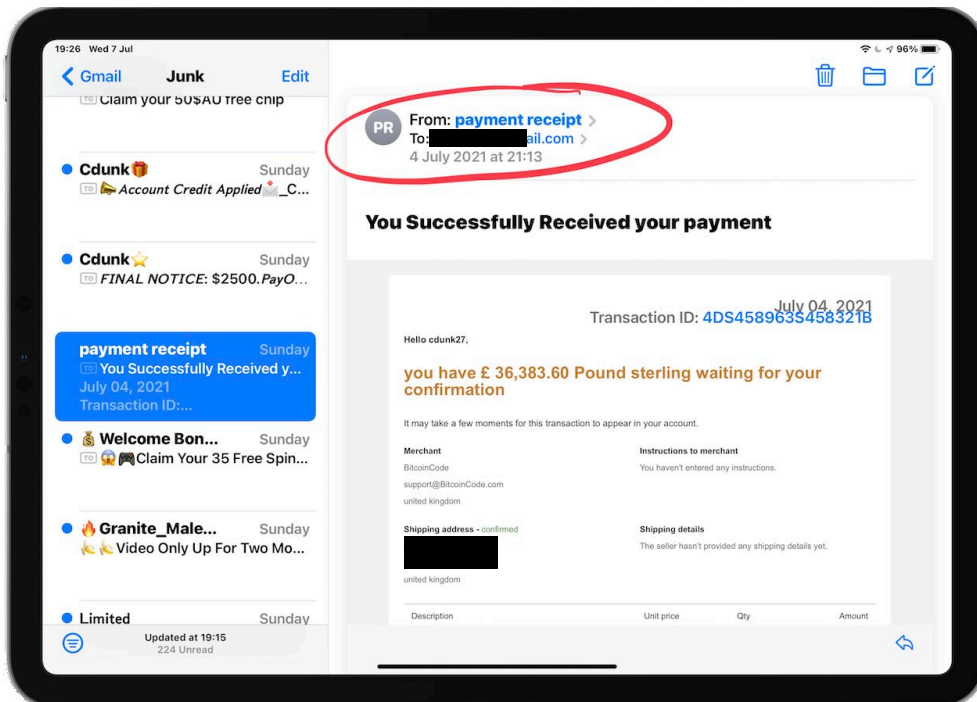


Sometimes emails are well written and look real.

To check if the sender is truly the company you subscribed to tap on the name in the from field

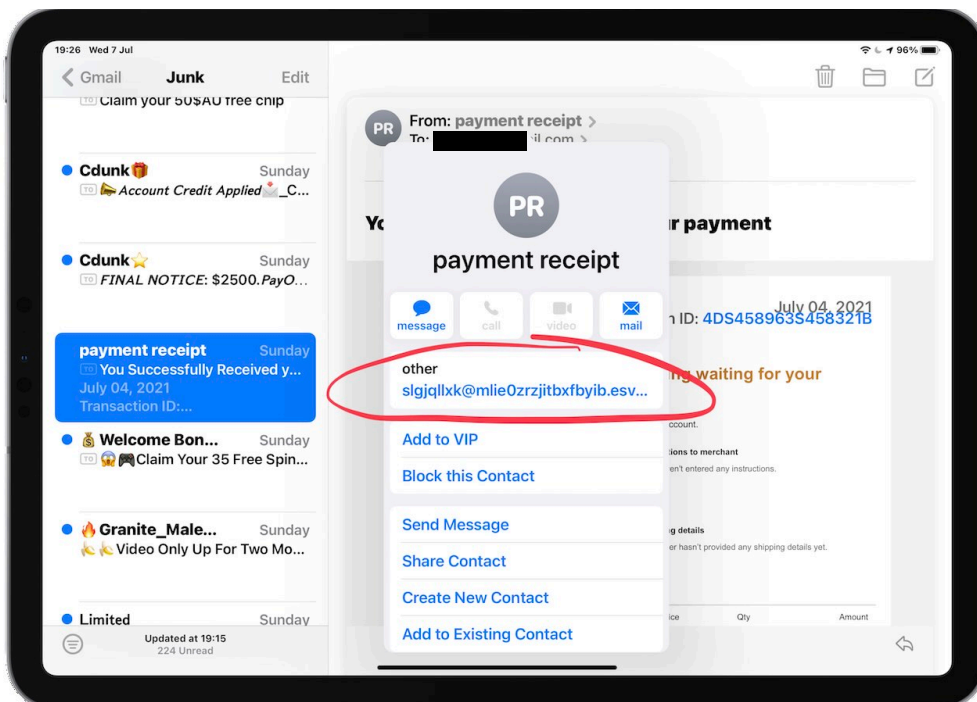
Identify Spam Emails

Check Senders Email Address



The name in the from field will now turn blue and will require a second touch to reveal the email address behind the sender.

View Senders Email Address



Now you can see under the email section what email address this came from.

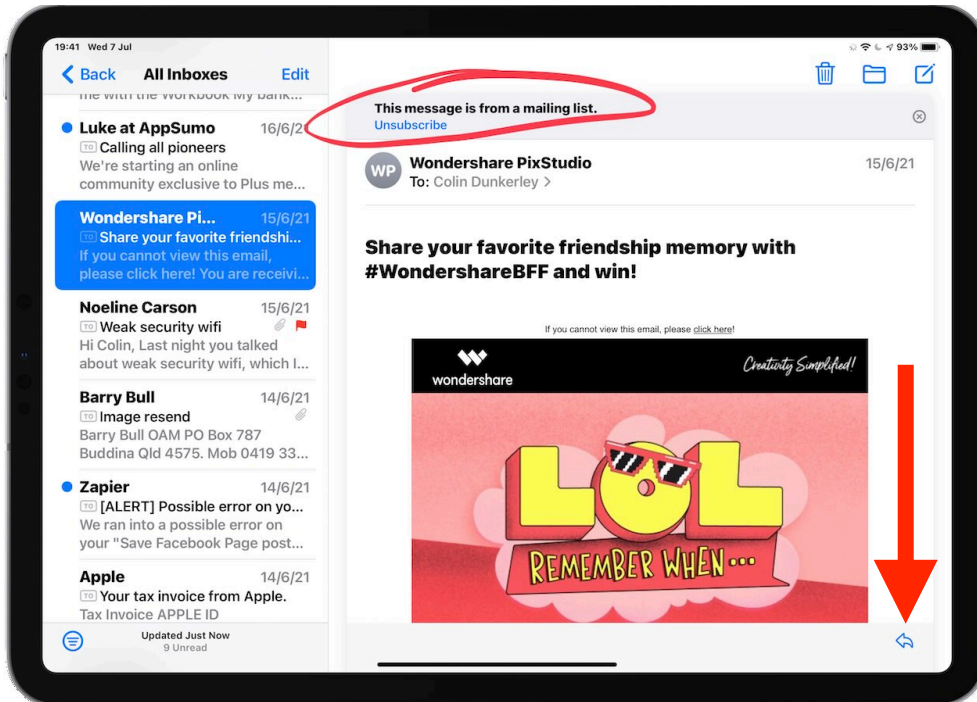
The senders website address should match exactly

I.e. theipadman.com should be at the end of any email I send.

If it is a garbled email address it is clearly spam

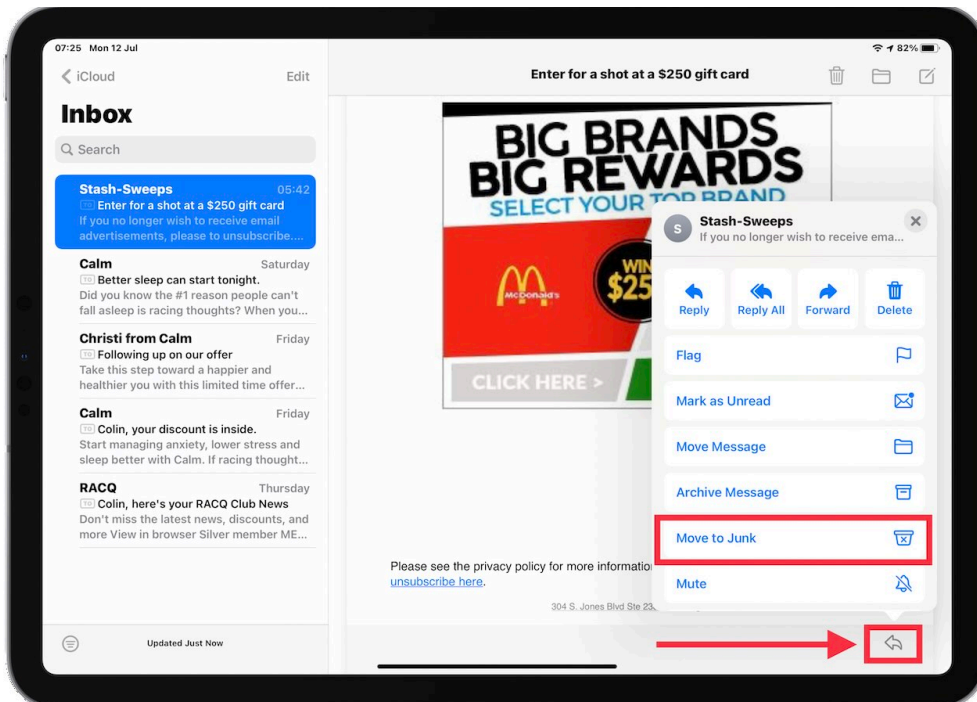
Move Spam Emails to Junk

Do Not Unsubscribe



Once again If you have identified that this email is defiantly spam DO NOT tap Unsubscribe as that sends an email to the sender telling them you are real.

Move To Junk



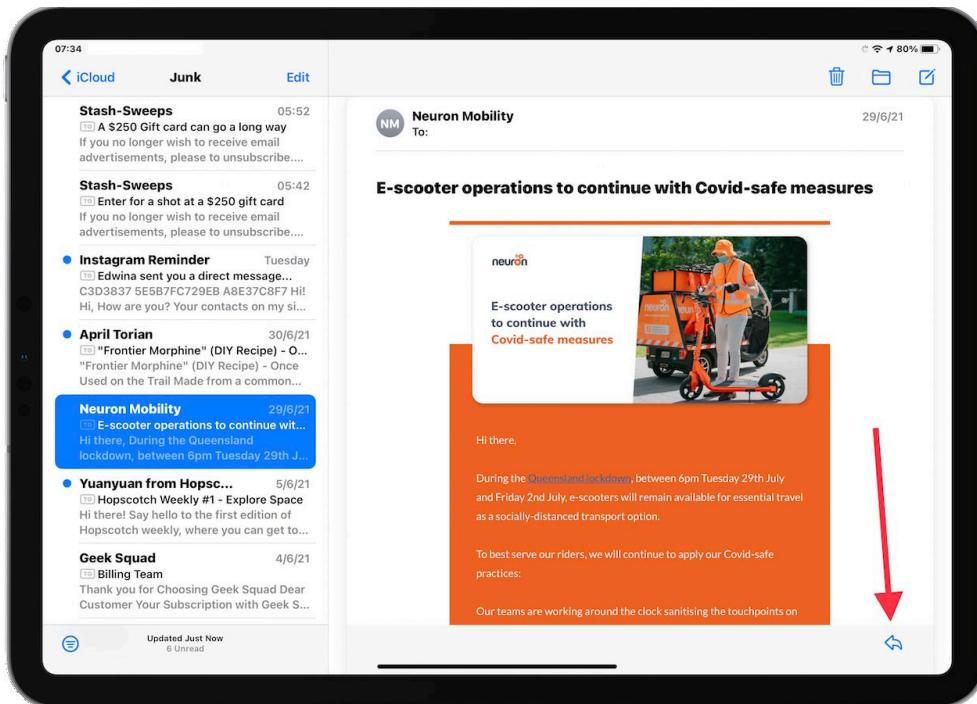
Instead tap the arrow pointing left in the bottom right corner of the screen and then tap Move to Junk.

This helps educate the program that emails from this sender or with this subject line or content are most likely more junk.

Once in Junk you do not need to delete the emails. They will delete in time.

Return Normal Emails from Junk

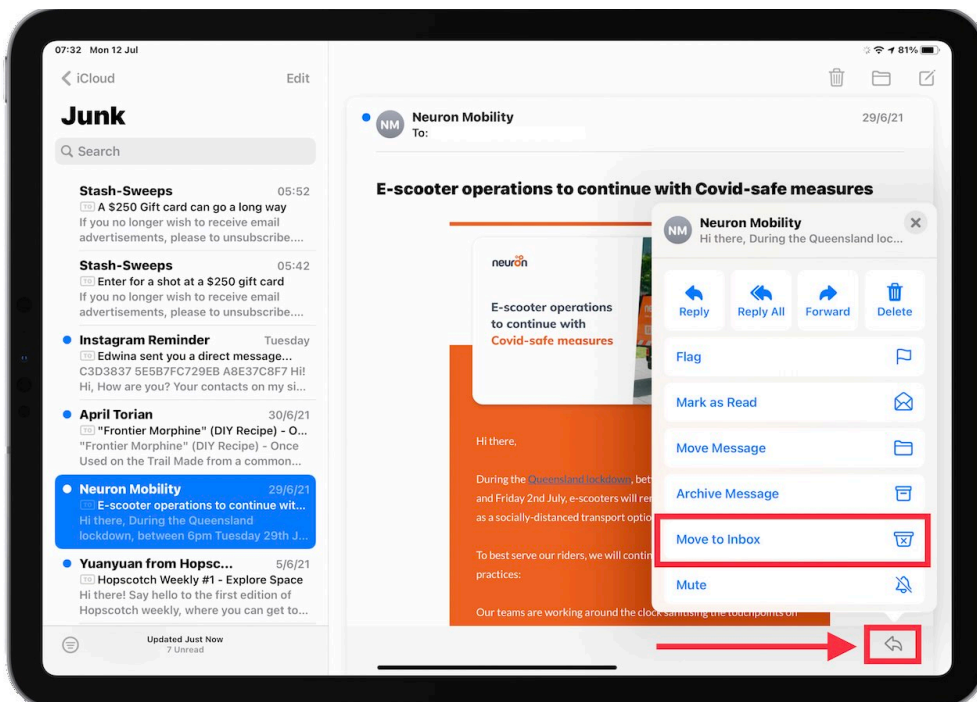
Sometime the Junk Filter Is Too Aggressive



If you find an email from someone you know or a business you did subscribe to and want to keep then you need to educate the system that this email is NOT junk.

Tap the arrow in the bottom right corner.

Move to Inbox



From one of the options shown you can now move to inbox.

You may have to slide your finger up to see this option.

Even if you want this email in another folder you need to return it to the inbox first to help educate the system that this is not junk.

You may need to do this multiple times

Thank You and Feedback

I hope you enjoyed the lesson and found these notes helpful. I do put a lot of effort into creating these notes to make it easier for you to learn about this topic.

If you think there is an area within the notes that could be clearer, or is missing a step or has a mistake, please feel free to let me know so I can continually improve the notes.

If you have gotten value from today's lesson I would be very grateful if you could take a few minutes to give me some feedback at:

theipadman.com/feedback080721

Once again thank you for attending.

I look forward to helping you again in the future.

Keep Smiling and Keep Learning,
Best regards,
Colin Dunkerley
The iPad Man



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