

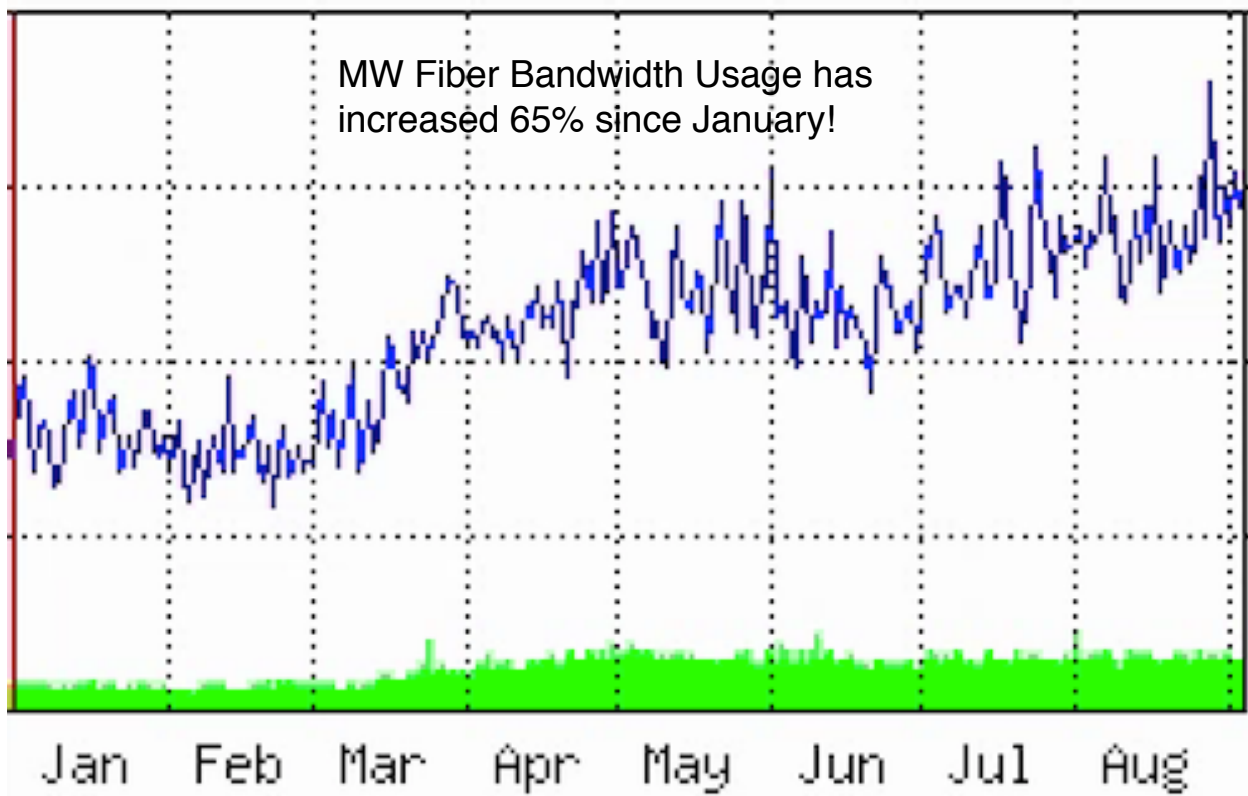
September 2, 2020 - Signs of the Times

I have not had problems with sending out our invoices via email until 2 months ago. Last month two invoice emails “bounced.” I was so startled I did wellness check calls on both clients only to find they were OK but, there was something awry with their email ...

Yesterday, as I sent out the September invoice emails I had 3 clients’ emails returned as undeliverable. I took some time to analyze why on a couple of those returns. The reason was the email inBox was full. Why would a client’s email inBox be full?

I think the reason may be a sign of these times. Perhaps the volume of marketing emails has increased... I sure know that is true in my case. I know I am trashing somewhere between 800-1,000 unwanted emails every day now.

If a client does not weed out the inBox of their email frequently it could fill up and stop new mail from coming in... Our overhead is also increasing as well! See below.



Peace, David

David G. Brader, President, MACaid, Inc. dba Marrowstone Wireless