An Excerpt From

ZIP! Tips
The Fastest Way to Get More Done

by Mike Song
Published by Berrett-Koehler Publishers

The FASTEST Way to Get More Done

ZIP! TIPS

ZIPs for Outlook, iPad, iPhone, Android, Google, and more

MIKE SONG
Bestselling author of The Hamster Revolution

ZIP!
TIPS
sm

OTHER BOOKS BY THIS AUTHOR

The Hamster Revolution

The Hamster Revolution for Meetings

Mike Song

Edited by Rachel Metzger

ZIPs for Outlook, iPad, iPhone, Gmail, Google, and Much, Much More!

BK

Berrett–Koehler Publishers, Inc.
San Francisco
a BK Business book

Zip! Tips

Copyright © 2013 by Mike Song
All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed "Attention: Permissions Coordinator," at the address below.

Berrett-Koehler Publishers, Inc.
235 Montgomery Street, Suite 650
San Francisco, California 94104-2916
Tel: (415) 288-0260, Fax: (415) 362-2512
www.bkconnection.com

Ordering information for print editions
Quantity sales. Special discounts are available on quantity purchases by corporations, associations, and others. For details, contact the "Special Sales Department" at the Berrett-Koehler address above.
Individual sales. Berrett-Koehler publications are available through most bookstores. They can also be ordered directly from Berrett-Koehler: Tel: (800) 929-2929; Fax: (802) 864-7626; www.bkconnection.com
Orders for college textbook/course adoption use. Please contact Berrett-Koehler: Tel: (800) 929-2929; Fax: (802) 864-7626.
Orders by U.S. trade bookstores and wholesalers. Please contact Ingram Publisher Services, Tel: (800) 509-4887; Fax: (800) 838-1149; E-mail: customer.service@ingrampublisherservices.com; or visit www.ingram publisherservices.com/Ordering for details about electronic ordering.

Berrett-Koehler and the BK logo are registered trademarks of Berrett-Koehler Publishers, Inc.

First Edition
Paperback print edition ISBN 978-1-60994-915-0
PDF e-book ISBN 978-1-60994-916-7
IDPF e-book ISBN 978-1-60994-913-6

2013-2

Cover/Jacket Designer: Pemastudio

Cover Art: Chris Volpe Photography

Interior Design: George Whipple

For Emily, Evan, and Ethan
—You can do it!

This page intentionally left blank

Contents

Preface: The Age of *ZIP!* *ix*

1 **Relapse:** Harold Gets Hamsterized *1*

2 **The Amazing AutoCorrector:** Type Long Phrases in a Flash *7*

3 **The Draftinator:** Easy Templates You Can Insert Fast *17*

4 **The Transformer:** Instantly Morph E-mail into Other Useful Things *23*

5 **The Zip Zone:** Fast Access to Everything That Matters Most *33*

6 **The AutoDialer:** Dial Teleconference Numbers and Pass Codes with One Tap *41*

7 **The Tower of Learning Power:** Optimize Your Smartphone and Tablet Home Page *47*

8 **The Searchbot:** New Ways to Zing with Google and Bing *57*

9 **The Volume Crusher:** Cuts Incoming E-mail by 20 to 40 Percent *61*

10 **The ZipCut List:** The Top-Ten Most Powerful Computer Shortcuts *65*

11 **The Collaborator:** The Most Useful and Least Known Meeting Tool *69*

12 **Time Management Tips:** Don't Create a Daily Task List *75*

13 **The Payoff:** Harold and His Robots Save the Day *81*

***ZIP!* Core Principles** *85*

Quick Find Guide: Locate *ZIP!* Tip Instructions in a Flash *86*

Acknowledgements *89*

Index *91*

About the Author *97*

Preface

The Age of ZIP!

The age of *ZIP!* has arrived and will forever change the way we work and succeed. *ZIP!* is a new business philosophy that takes the view that the fastest way to boost performance is to focus on technology skills versus time management. I developed this idea as a result of analyzing five powerful business trends:

The Tech-Immersion Trend The average knowledge worker now spends more than 80 percent[1] of the day using technologies such as Outlook, the web, IM, iPad, and smartphones. Even meetings are scheduled via e-calendars and are more virtual than ever. As a result, the value of learning tech tips has soared.

The Scratch-the-Surface Trend Today, we're handed a computer, tablet, or phone and are expected to magically master all its features. "Here's your iPad. Good luck!"

1. Mike Song, "The Tech Opportunity: How Everyday Tech Skills Can Boost Performance, Productivity, and Profits," GetControl.net/blog, 2013.

Incredibly, 98 percent[2] of busy professionals only discover the most superficial tech features. The most common thing I hear when teaching *ZIP!* Tips is "Wow! I never knew I could do that!"

The Tech-Obsession Trend Let's face it; we're obsessed with our devices. In fact, 80 percent of all professionals get mad at colleagues who pay more attention to their smartphones than to them!

The Use-It-Forever-Everywhere Trend Initially, my publisher worried that new software releases would make this book obsolete. Not so! Most of the Outlook tips, such as creative ways to drag and drop e-mails to convert them into contacts, tasks, and calendar items, have been present in the last five software releases. Also, most *ZIP!* Tips now work on products from many different manufacturers including Microsoft, Apple, and Google. The trend is toward software and advice that lasts and is flexible.

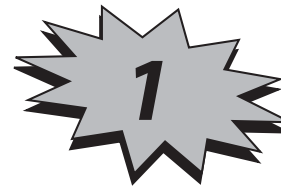
The Time-Crunch Trend We are constantly being asked to do more with less time and resources. This increases the need for short and effective learning experiences and solutions that are quick to learn and easy to use.

I hope you'll join me on an extraordinary journey to a better, smarter, and faster you, who feels more relaxed and in control.

Enjoy your success!

---

2. Ibid.



Relapse

Harold Gets Hamsterized

I couldn't believe my eyes. Harold had relapsed! He'd turned back into a two-foot hamster and was pacing to and fro on his little rodent legs, dragging his microsized briefcase behind him.

"You did this to me!" he shouted, pointing a furry finger at me.

Okay, let's back up a bit. I'm a productivity coach, and a few years ago I helped Harold with, um . . . a delicate little problem. He had become so overwhelmed with e-mail, interruptions, and tasks that he'd turned into a hamster. Why a hamster? Because, these days, most professionals are *running in place* at work like hamsters on never-ending, exhausting wheels.

Today, Harold was back, as one very frustrated rodent. He dropped his briefcase and spun toward me.

"Look at me! I'm supposed to be prepping for a huge press conference."

"Press conference?"

"Yes! I've got to address the entire Foster and Schrubb executive team—and the media—*in less than three hours.* We're launching a new customer service app, and I am so far behind! I still need to create handouts, brief my team, polish my speech . . . "

"Wow!" I said. "When did you start feeling so overwhelmed?"

"It started a month ago and . . . yikes!"

Harold stared down at his arms in horror.

"It's getting worse. I'm getting furrier, shorter, and more hamsterish. Good grief!"

As he buried his head in his paws, gasping for breath, I bent down to place a hand on his heaving shoulders.

"Quick, Harold," I urged, "have you changed anything about the way you work since we last spoke?"

Harold's furry brow furrowed as he considered my question.

"Yes! I attended a full-day time-management class exactly one month ago when this all started. They taught me all about daily lists, prioritizing my tasks with four codes, and getting my inbox to zero but . . . somehow, it's only seemed to make me busier and busier."

Aha! I held up my hand.

"I know what's wrong, and I'll explain later," I said urgently. "But right now, we've got to stop the hamsterization process—stat! Harold, you need to discover a powerful new concept called *ZIP!*"

"What's 'zip'?" Harold asked.

"*ZIP!* is lightning in a bottle . . . a hurricane in a can. *ZIP!* is rocket fuel for your career and a spa day for your stressed-out soul!"

Harold rolled his eyes impatiently. "Yeah, and I suppose it does laundry too."

"Not quite," I replied with a smile. "But it's the fastest way to get more done, and *that's* what will turn you back into a human being."

"What on earth are you talking about?"

"*ZIP!* focuses on the fastest-growing and most rapidly changing aspect of our lives: technology. It's a business philosophy that combines core success principles with quick-to-learn, easy-to-use tech tips. I call them *ZIP!* Tips. It's the new cure for overwhelmed business hamsters like you."

"Stop with the infomercial. Give me an example," Harold demanded, peering at me skeptically.

"Okay, here's the first core principle," I said.

Core Principle #1

Tech Management Is the Fastest Way to Get More Done.

"So it's more about tech management than time management?" Harold asked.

"Exactly. And *ZIP!* isn't just about one technology like Outlook or iPhone; it focuses on *all* your software and devices and how they interact with each other. That's—"

"So these *ZIP!* Tips will reverse the hamsterization process?"

"Yes."

"Show me," he insisted, eager to reclaim his humanity.

I scooped him up and popped him onto the chair next to my laptop. Then I paused, looking around the room, as if I were about to reveal a top-secret plan.

"Do you have any long phrases that you need to type every day?"

"Of course," Harold said quickly. "I've got a bunch of them."

"Give me an example."

"Well, I have to type my team name, Foster and Schrubb Organizational Development Team, quite a bit."

I tapped out a quick adjustment on my computer, and then turned the keyboard toward Harold.

"Type in 'fd,'" I said.

Harold hit the two keys and turned to me, exasperated.

"I think you're losing it. Why are we—?"

I put my finger to my lips.

"Shh, it's time to *ZIP!* Now hit the space bar in . . . three, two, one, now!"

Harold nervously tapped the space bar, and I yelled, "Bam!"

On the screen, the entire phrase magically popped out: Foster and Schrubb Organizational Development Team.

"Wow!" Harold cried. "How'd you *do* that? I've been typing those fifty flipping letters for eight years!"

"Never again!" I cried. "From now on, the Amazing AutoCorrector is going to zip out your long phrases in a nanosecond."

Harold began to look hopeful for the first time.

"You gotta show me how you did that magic trick!" he cried.

"It's magic," I said. "The kind that happens when you activate your robots."

Core Principle #2

Activate Your Robots!

Harold looked perplexed. "Robots? Like C3PO? I don't have any robots."

"Yes you do, Harold," I explained. "In order to *ZIP!*, you must change the way you think about technology. You have a whole *fleet* of useful robots, but they're gathering robot dust in their lonely robot corners."

"Are you crazy? Where are they?" Harold asked, looking around nervously.

"They live *inside* your technology. You see, Harold, the robots are here, at your fingertips!"

"So you're saying that the robots that we've been waiting for, the ones that would help us with all kinds

of tough tasks, have been right here all along, in our computers?"

"Exactly." I smiled. "And Harold, you just met your first robot."

"Wow!" Harold marveled. "So what's next?"

"First, I need to share a little secret with you."

The Amazing AutoCorrector

Type Long Phrases in a Flash

I paused for a moment to gaze out the window, taking a deep breath. Storm clouds were gathering on the horizon. Harold's visit confirmed what I had suspected: the dark forces of chaos and overwhelm were gathering strength, turning more and more professionals like Harold into hamsters.

It was time for hamsters everywhere to fight back. The moment had finally come.

I turned from the window, grabbed at hidden Velcro ties, and dramatically tore away my business suit. I stood tall and proud—fists on hips—in my shiny, new, black-and-orange superhero costume, a bold, blue *Z* emblazoned on my chest.

"I am Z!" I cried out mightily, complete with a neat echoing sound effect.

I'm pretty sure beams of light emanated from my very aura.

Harold's jaw dropped, and he fell off his chair.

"The *ZIP!* Tips I'll share will help you and millions of others become productivity superheroes!"

Now over his initial shock, Harold burst out laughing.

"Productivity superheroes? Are you nuts? I'd be happy just to be human again."

"Understood," I said with a smile. "I know it sounds crazy, but I'm asking you to believe that you are about to gain some superhuman skills. Do you trust me?"

Harold glanced down at his furry arms and sighed. "Do I have a choice? It sounds like *ZIP!* Tips are my only hope."

"You're not alone," I said, glancing at the dark clouds rolling toward us.

"Z, you look ridiculous," Harold said. "No offense."

"None taken," I replied, making a mental note to speak with my tailor.

I reached into a secret compartment in my desk and reverently produced a small, black book titled, *Top-Secret ZIP! Tips.* The book seemed to glow a little, and Harold looked at it in awe.

"Are you ready to *ZIP!*?"

"Let's do it," Harold said.

"Okay, open up your laptop and launch Outlook!" I cried. "I'm going to show you how to use the Amazing AutoCorrector."

"Will this robot *only* work in the latest version of Outlook?" Harold asked, as he pulled his laptop out of his briefcase.

"No. That's another core principle of *ZIP!*"

Core Principle #3

The Best* ZIP! *Tips Work Forever and Everywhere.

"This *ZIP!* Tip has worked on the last four versions of Outlook and it works for PC, Mac, iPhone, BlackBerry, and iPad users too. You can also use it in Word, Excel, PowerPoint, and OneNote!"

"Wow!" Harold said. "I can use this one *ZIP!* Tip in a zillion places. I could even help colleagues and friends who use different technologies."

"Exactamundo!" I replied. "Let's get started with your PC version of Outlook first. The trick is to use Outlook's AutoCorrect function to trigger longer phrases when you type a two letter code."

I opened the *ZIP!* Tips book to the right page and handed it to Harold. He smiled.

"These are simple steps, let me try . . ."

"One more thing," I added. "When you see italics in the instructions, it means that that word or phrase is a menu item that you need to tap."

Harold nodded and began to implement his first Amazing AutoCorrect.

Robot: The Amazing AutoCorrector

JOB: **Saves time by typing long, commonly used phrases with a few keystrokes.**

This material has been excerpted from

ZIP! Tips
The Fastest Way to Get More Done

by Mike Song
Published by Berrett-Koehler Publishers
Copyright © 2013, All Rights Reserved.
For more information, or to purchase the book,
please visit our website
www.bkconnection.com