

## APPENDIX F - USING GMAIL TO SIMPLIFY E-MAIL

**Own your name domain:** As a business owner it's important to own your own Internet domain and have your e-mail for that business use that domain. For example, I own the domain lohrman.com so my web hosting company also hosts a mail server that allows me to have many e-mail addresses that allow a professional looking e-mail address like [larry@lohrman.com](mailto:larry@lohrman.com) or [info@lohrman.com](mailto:info@lohrman.com) or [service@lohrman.com](mailto:service@lohrman.com). This kind of e-mail address looks more professional than [larry342@aol.com](mailto:larry342@aol.com) or [larry342@hotmail.com](mailto:larry342@hotmail.com). If your name is more common than mine you may have to do like my wife Levi (levicannon.com) did and use your first and last name together as your domain. You get the idea.

**How to deal with multiple e-mail addresses:** Everyone these days has multiple e-mail addresses and needs to be able to login to one e-mail account that aggregates any number of e-mail addresses into one inbox.

You also need to spam filter all the incoming e-mail and be able to access the whole thing from multiple computers (your desktop, your laptop and your smart phone) and have all the locations you access your e-mail completely synced automatically.

Until recently all these requirements presented a tall order to satisfy.

**Gmail does all of this for free:** After many years of fighting with Outlook on the PC I discovered that Gmail satisfies all the above requirements in addition to having a bunch of other great features.

Here's how to do it:

1. Go to [mail.google.com](http://mail.google.com) and sign-up for a free gmail account. This will result in an e-mail address of something like [lohrmanster@gmail.com](mailto:lohrmanster@gmail.com). Don't worry you don't have to give this e-mail address to anyone to use.
2. Logon to gmail and use the settings (upper right) to create an account for the e-mail address you want all your email to come from. I use [larry@lohrman.com](mailto:larry@lohrman.com).
3. Use the "Forwarding and POP/IMAP" tab under settings to point to all the e-mail servers you want to get mail from. In my case I have a mail server at lohrman.com and one at [photographyforrealestate.net](http://photographyforrealestate.net).

## APPENDIX F - USING GMAIL TO SIMPLIFY E-MAIL

### CONTINUED

4. Now on each of the computers where you want to access your e-mail with the native e-mail application (Outlook on the PC or Mail on the Mac) configure the e-mail application to use IMAP to access your gmail account.
- 5.

That's it, now all your e-mail addresses that you pointed gmail to can either be accessed via the mail.google.com page through any browser on the planet or using the mail application you configured on the various computers you use.

And the inbox you see at any of these interfaces has been run through gmail spam filtering and any of your own personal custom filters you can create before the mail gets to the inbox.

The way I use this is I use the Gmail browser interface for mail on my laptop and the mail application on the iPhone so the mail I look at on my laptop is always identical to what I see on my iPhone and if I happen to have access to a public computer while traveling I always have access to everything I do on my laptop or iPhone. I've been waiting for this kind of synchronized mail access for years.