

Email Spam Trigger Words to Avoid

An important reminder when writing emails and using this list: Context Matters.

If you stuff a ton of spam keywords into your email, use all caps, bright red font, and lots of exclamation points, and already have a low delivery rate, you'll be in trouble.

You'll be fine if you use one or two words and phrases in context, have a low bounce rate, and a good engagement (people who open your emails) rate.



#1
\$\$\$
100% free
100% More
100% satisfied
4U
50% off
Accept credit cards
Access
Act now
Ad
Additional income
Affordable
All natural
All new
Amazing
Apply now
Apply online
As seen on
Auto email removal
Avoid
Avoid bankruptcy
Bargain

Being a member (of, with, etc.)
Be your own boss
Become a member
Beneficiary
Best price
Big bucks
Billion
Billion dollars
Bonus
Brand new pager
Buy
Buy direct
Call free
Call now
Cancel at any time
Can't live without
Card accepted
Cash
Cash bonus
Cents on the dollar
Certified
Cheap
Check
Check or money order

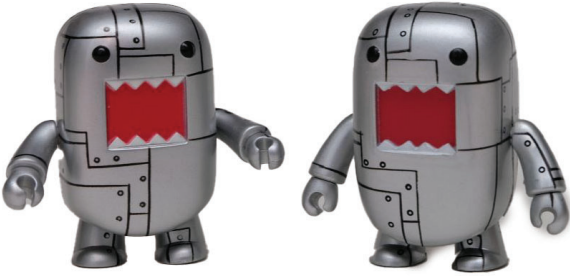
Claims
Clearance
Click (for more info, etc.)
Click below
Click here
Click to remove
Collect
Compare
Compare rates
Compete for your business
Confidentiality
Congratulations
Consolidate debt
Cost (only costs, for the low cost of, etc.)
Credit (offers, etc.)
Cures
Deal
Dear (name, title, etc.)
Dear friend
Diagnostic
Discount
Do it today
Don't delete

Don't hesitate
Double your (cash, income, etc.)
Drastically reduced
Earn extra cash / money / income / \$
Earn per week
Easy terms
Eliminate (debit, problems, etc.)
Employment
Exclusive deal
Expect to earn
Fantastic deal
Fast Viagra delivery
For free
For instant access
For Only
For you
Form (fill out, submit, etc.)
Free (avoid all forms if possible)
Free access
Free consultation
Free DVD
Free gift
Free grant money
Free installation
Free investment
Free leads
Free membership
Free money
Free offer
Free preview
Free by priority mail
Free quote
Free sample
Free trial
Free website
Freedom (from, with, etc.)

Get it now
Get started now
Gift certificate
Giveaway
Great offer
Greetings
Guaranteed / Guarantee
Hello
Hidden (secrets, tips, etc.)
Hidden charges
Home employment
Home-based business
Important information regarding
In accordance with laws
Income from home
Increase sales
Incredible deal / offer / price
Info you requested
Information you requested
Instant (access, results, etc.)
Investment (small, for only a, etc.)
It's effective
Join millions
Legal (secrets, tips, etc.)
Life insurance
Lifetime
Limited time
Lose
Lose weight
Lowest price
Luxury car
Maintained
Make \$
Make money
Marketing solutions
Miracle
Money back (guarantee, offer, etc.)



Money making
Month trial offer
More Internet Traffic
Mortgage *unless bank/finance company
Near you
Never
New customers only
No age restrictions
No catch
No cost
No credit check
No experience (required, needed, etc.)
No fees
No gimmick
No hidden costs
No hidden fees
No interest
No investment
No medical exams
No obligation
No purchase necessary
No questions asked
No strings attached
Not junk
Not spam
Notspam
Now (available, offering, etc.)



Now only
Using a lot of Numbers
Obligation
Offer expires
Once in lifetime
One hundred percent free
One hundred percent guaranteed
One time
Only (\$\$, available now, etc.)
Open
Opportunity
Opt-in
Order
Order now
Order status
Order today
Orders shipped by shopper
Outstanding value
Pennies a day
Performance
Personal
Please read
Potential earnings
Pre-approved
Print form signature
Print out and fax
Priority mail
Prize (you won, claim, etc.)
Promise (our, to you, etc.)
Quote (Ifree, no charge, etc.)
Real thing

Refinance *unless bank/finance company
Removal instructions
Remove
Removes wrinkles
Requires initial investment
Reverses (our product or service)
Reverses aging
Risk free
Sale
Sample
Satisfaction
Satisfaction guaranteed
Save big money
Save up to
Score with (any word)
Sent in compliance
See for yourself
Serious cash
Shopping spree
Sign up free
Social security number
Solution
Special promotion
Stock alert / stock pick
Stop snoring
Subject to (credit, approval, etc.)
Subscribe
Supplies are limited
Take action (now)

Terms and conditions
The best rates
The following form
This isn't a scam
This isn't junk
This isn't spam
This won't last
Time limited
Trial
Undisclosed
Undisclosed recipient
Unlimited (time, offer, etc.)
Unsecured credit
Unsolicited
Unsubscribe
Urgent
Vacation (free, cheap, etc.)
Warranty
We hate spam
Weight loss
What are you waiting for?
While supplies last
While you sleep
Why pay more?
Will not believe your eyes
Winner - Winning
Won (you've won)
Work at home
Work from home
You have been selected
You're a Winner!

