

emailscientists.com
an *email marketing* laboratory

EMAIL SCIENTISTS PRESENTS

SPAM FILTER WORDS & PHRASES



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Most spam filters work on a point system, so that the occurrence of just one “spam phrase” probably won’t trigger rejection – except some of which the filter considers notorious. The following phrases are considered notorious Spam Triggers:

- Reverses Aging
- Hidden Assets
- Stop Snoring
- Free Investment
- Dig up dirt on friends
- Stock Disclaimer Statement
- Multi-Level Marketing
- Compare Rates
- Cable Converter
- The email claims you can be removed from list
- Removes wrinkles
- Compete for your business
- Free Installation
- Free Grant Money
- Collect Child Support
- Free Leads
- Amazing Stuff
- Cash Bonus
- Promise You!...
- Claims to be in accordance with “some” law
- Search Engine Listings
- Credit Bureaus
- No Investment
- Serious Cash



Even if you don't use the previous notorious phrases, other spam words can add up. Here are some to be aware of in your e-mail messages or newsletters:

4U	Free hosting	Online pharmacy
Accept Credit Cards	Free installation	Only \$
Act Now! Don't Hesitate!	Free investment	Opportunity
Additional Income	Free leads	Opt In
Addresses on CD	Free membership	Order Now
All Natural	Free money	Order Status
Amazing	Free offer	Outstanding Values
Apply Online	Free priority	Pennies a day
As seen on	Free priority mail	People just leave money laying around
Billing Address	Free quote	Please read
Auto Email Removal	Free sample	Potential earnings
Avoid Bankruptcy	Free trial	Print out and fax
Be amazed	Free website	Produced and sent out
Be your own boss	Full refund	Profits
Being a member	Get paid	Promise you!..
Big Bucks	Get started now	Pure profit
Bill 1618	Gift certificate	Real Thing
Billion Dollars	Great offer	Refinance Home
Brand New Pager	Guarantee	Removes wrinkles
Bulk Email	Have you been turned down	Requires initial investment
Buy Direct	Hidden assets	Reserves the right
Buying Judgments	Home employment	Reverses aging
Cable Converter	Human growth hormone	Risk free
Call Free	If only it were that easy	Satisfaction guaranteed
Call Now	In accordance with laws	Save \$
Calling Creditors	Increase sales	Save big money
Cannot be Combined with any other offer	Increase traffic	Save up to
Cancel at any time	Insurance	Score with babes
Can't live without	Investment decision	See for yourself
Cash bonus	It's effective	Serious cash
Cashcashcash	Join millions of Americans	Serious only
Casino	Limited time only	Shopping spree
Cell Phone Cancer	Lose weight	Social security number
Cents on the dollar	Lower interest rates	Stock alert
Check or money order	Lower monthly payment	Stock disclaimer statement
Claims not to be selling anything	Lowest price	Stock pick
Claims to be legal	Mail in order form	Strong buy
Claims you are a winner	Marketing solution	Stuff on sale
Click below	Mass email	Subject to credit
Click to remove	Meet singles	Supplies are limited
Compare rates	Money back	Take action now
Compete for your business	Money making	Talks about hidden charges
Congratulations	Month trial offer	Talks about prizes
Consolidate debt	More internet traffic	The best rates
Stop snoring	Mortgage rates	The following form
Get it now	Multilevel marketing	The keep your money – no refund!
Special promotion	New customers only	They're just giving it away
Copy accurately	Nigerian	This isn't junk
Copy dvd's	No age restriction	
Credit card offers	No catch	
Dig up dirt on friends	No forms	
	No credit check	



Direct Mail
Direct Marketing
Discusses search engine listings
Do it today
Don't delete
Drastically reduced
Earn per week
Easy terms
Eliminate bad credit
Email harvest
Expect to earn
Fantastic deal
Fast Viagra delivery
Financial freedom
Find out anything
For free
For instant access
For just \$ (some amount)
Free access
Free cell phone
Free consultation
Free DVD
Free grant money

No fees
No gimmick
No inventory
No investment
No medical exams
No middleman
No obligation
No purchase necessary
No questions asked
No selling
No strings attached
Not intended
Off shore
Offer expires
Offers extra cash
Offers free passwords
Once in a lifetime
One hundred percent free
One time mailing
Online biz opportunity

This isn't spam
University diplomas
Unlimited
Unsecured credit/debt
Urgent
US Dollars
Vacation
Viagra and other drugs
Wants credit card
We hate spam
We honor all
Weekend getaway
What are you waiting for
While supplies last
While you sleep
Who really wins
Why pay more?
Will not believe your eyes
Winner
Work at home
You have been selected
Your income



AVOID THE FOLLOWING TERMS IF POSSIBLE:

Subject Line Filter Terms

Contains \$\$\$	Fast cash	Increase your sales
"100% Free"	Financial freedom	Incredible deal
Contains the word "ad"	Financially independent	Info you requested
Apply now	Free gift	Internet market
Earn \$	Free info	Limited time offer
Earn extra cash	Free membership	Make \$
Explode your business	Free offer	Opportunity
Double your income	Home based	Web traffic
Eliminate debt	Home based business	Weight loss
Extra income	Income from home	Online marketing
F r e e	Increase sales	Save \$

All of our clients are brick and mortar businesses reaching out to their surrounding neighborhoods as an effort to drive more foot traffic into their stores. Most of the previously listed spam words are for online schemes. However, it is important for you to read them so the content in your messages is not to be confused by a spam filter as an fishy internet marketing instead of the legitimate business that you are.