

Spam is usually harmless, phishing has malicious intent. While spam emails or calls usually try to sell you on a product or service, phishing scams attempt to obtain your personal information to carry out fraud or cyber attacks.

Spam content is also an umbrella term under which phishing falls. So, in a way, phishing is a type of spam, albeit a type with malicious intent.

Types

- Manipulative: creating unnecessary urgency or pressure
- Needy: sounding desperate or exaggerated claims
- Sleazy: being too pushy
- Cheap: no pre-qualifications, everybody wins
- Far-fetched: statements that are too good to be true
- Shady: ethically or legally questionable behavior

Spam trigger words to avoid

Click on the letter to skip forward.

#	A	B	C	D	E	F	G	H
I	J	K	L	M	N	O	P	Q
R	S	T	U	V	W	X	Y	Z

Symbols & Numerals

0%

100%

100% satisfied

0% risk
777
99%
99.9%

100% more
#1
\$\$\$
100% free

4U
50% off

A

Accept credit cards
Acceptance
Access
Access now
Access for free
Accordingly
Act Now
Act immediately
Action
Action required

Ad
Additional income
Addresses on CD
Affordable
Affordable deal
All natural
All new
Amazed
Amazing
Amazing offer

Amazing stuff
Apply here
Apply now
Apply Online
As seen on
At no cost
Auto email removal
Avoid
Avoid bankruptcy

B

Bargain
Be amazed
Be surprised
Be your own boss
Believe me
Being a member
Beneficiary
Best bargain
Best deal

Best price
Best offer
Beverage
Big bucks
Bill 1618
Billing
Billing address
Billionaire
Billion

Billion dollars
Bonus
Boss
Brand new pager
Bulk email
Buy
Buy now
Buy direct
Buying judgments

C

Cable converter

Call

Call free

Call me

Call now

Calling creditors

Can't live without

Cancel

Cancel at any time

Cancel now

Cancellation required

Cannot be combined
with any other offer

Cards accepted

Cash

Cash out

Cash bonus

Cashcashcash

Casino

Celebrity

Cell phone cancer scam

Cents on the dollar

Certified

Chance

Cheap

Check

Check or money order

Claims

Claim now

Claim your discount

Claims not to be selling
anything

Claims to be in
accordance with some
spam law

Claims to be legal

Clearance

Click

Click below

Click here

Click now

Click to get

Click to remove

Collect

Collect child support

Compare

Compare now

Compare online

Compare rates

Compete for your business

Confidentially on all orders

Congratulations

Consolidate debt and cred

Consolidate your debt

Copy accurately

Copy DVDs

Costs

Credit

Credit bureaus

Credit card offers

Cures

Cures baldness

D

Deal

Dear

[email/friend/somebody]

Debt

Diagnostics

Direct marketing

Discount

Do it now

Do it today

Don't delete

Double your

Double your cash

Double your income

Double your wealth

Dig up dirt on friends
Direct email

Don't hesitate
Dormant

Drastically reduced

E

Earn
Earn \$
Earn extra cash
Earn money
Earn monthly
Earn from home
Earn per month
Earn per week

Easy terms
Eliminate bad credit
Eliminate debt
Email extractor
Email harvest
Email marketing
Exclusive deal

Expect to earn
Expire
Explode your business
Extra
Extra cash
Extra income
Extract email

F

F r e e
Fantastic
Fantastic deal
Fantastic offer
Fast cash
Fast Viagra delivery
Financial freedom
Financially independent
For free
For instant access
For just \$ (some amount)
For just \$xxx
For Only
For you

Form
Free
Free access
Free bonus
Free cell phone
Free consultation
Free DVD
Free gift
Free grant money
Free hosting
Free info
Free information
Free installation
Free instant
Free investment

Free leads
Free Macbook
Free membership
Free money
Free offer
Free preview
Free priority mail
Free quote
Free sample
Free trial
Free website
Freedom
Friend
Full refund

Free iPhone

G

Get
Get it now
Get out of debt
Get paid
Get started now
Gift certificate

Give it away
Giving away
Great
Great deal
Great offer

Guarantee
Guaranteed
Guaranteed deposit
Guaranteed income
Guaranteed payment

H

Have you been turned
down?
Hello
Here
Hidden
Hidden assets

Hidden charges
Hidden fees
High score
Home
Home based

Home employment
Home based business
Human growth hormone
Huge discount
Hurry up

I

If only it were that easy
Important information
regarding
Important notification
In accordance with laws
Income
Income from home

Increase sales
Increase traffic
Increase your chances
Increase your sales
Incredible deal
Info you requested
Information you
requested

Instant earnings
Instant income
Insurance
Insurance
Internet market
Internet marketing
Investment
Investment decision

Instant

It's effective

J

Join millions
Join millions of Americans
Junk

L

Laser printer
Leave
Legal
Legal notice
Life
Life Insurance
Lifetime
Lifetime access
Lifetime deal
Limited amount

Limited number
Limited offer
Limited supply
Limited time
Limited time offer
Limited time only
Loan
Long distance phone
offer
Lose

Lose weight
Lose weight spam
Lower interest rates
Lower monthly payment
Lower your mortgage rate
Lowest insurance rates
Lowest price
Lowest rate
Luxury
Luxury car

M

Mail in order form
Maintained
Make \$
Make money
Marketing
Marketing solutions

Meet singles
Meet women
Member
Member stuff
Message contains
Message contains

Miracle
MLM
Money
Money back
Money making
Month trial offer

Mass email
Medicine
Medium
Meet girls
Meet me

disclaimer
Million
Millionaire
Million dollars

More Internet Traffic
Mortgage
Mortgage rates
Multi-level marketing

N

Name brand
Never
Never before
New customers only
New domain
extensions
Nigerian
No age restrictions
No catch
No claim forms
No cost
No credit check
No deposit required
No disappointment

No experience
No fees
No gimmick
No hidden
No hidden costs
No hidden fees
No interests
No inventory
No investment
No investment required
No medical exams
No middleman
No obligation

No payment required
No purchase necessary
No questions asked
No selling
No strings attached
No-obligation
Not intended
Not junk
Not scam
Not spam
Now
Now only
Number 1
Number one

O

Obligation
Offshore
Offer
Offer expires
Once in lifetime

One time
One time mailing
Online biz opportunity
Online degree
Online job

Only \$
Open
Opportunity
Opt in
Order

Once in a lifetime
One hundred percent
free
One hundred percent
guaranteed

Online income
Online marketing
Online pharmacy
Only

Order now
Order shipped by
Order status
Order today
Outstanding values

P

Passwords
Pennies a day
Per day
Per month
Per week
Performance
Phone
Please read

Potential earnings
Pre-approved
Presently
Price
Price protection
Print form signature
Print out and fax
Priority mail

Prize
Problem
Produced and sent out
Profits
Promise
Promise you
Purchase
Pure profits

Q

Quote

R

Rates
Real thing
Refinance
Refinance home
Refund

Remove
Removes wrinkles
Request
Request now
Request today

Reserves the right
Reverses
Reverses aging
Risk free
Risk-free

Removal
Removal instructions

Requires initial investment

Rolex
Round the world

S

S 1618
Safeguard notice
Sale
Sample
Satisfaction
Satisfaction
guaranteed
Save \$
Save money
Save now
Save big money
Save up to
Score
Score with babes
Search engine listings
Search engines
Section 301

See for yourself
Sent in compliance
Serious
Serious cash
Serious only
Serious offer
Shopper
Shopping spree
Sign up free today
Social security number
Solution
Spam
Special deal
Special discount
Special for you
Special offer
Special promotion

Stainless steel
Stock alert
Stock disclaimer statement
Stock pick
Stop
Stop calling me
Stop emailing me
Stop snoring
Strong buy
Stuff on sale
Subject to cash
Subject to credit
Subscribe
Subscribe now
Subscribe for free
Success
Supplies
Supplies are limited

T

Take action
Take action now
Talks about hidden

Terms and conditions
The best rates
The following form

This isn't junk
This isn't spam
This won't last

charges
Talks about prizes
Teen
Tells you it's an ad
Terms

They keep your money —
no refund!
They're just giving it away
This isn't a scam

Thousands
Time limited
Traffic
Trial

U

Undisclosed recipient
University diplomas

Unlimited
Unsecured credit
Unsecured debt
Unsolicited

Unsubscribe
Urgent
US dollars

V

Vacation
Vacation offers
Valium
Viagra

Vicodin
VIP
Visit our website

W

Wants credit card
Warranty
Warranty expired
We hate spam
We honor all
Web traffic

Weight loss
What are you waiting for?
What's keeping you?
While available
While in stock
While supplies last

Why pay more?
Wife
Will not believe your eyes
Win
Winner
Winning

Website visitors
Weekend getaway
Weight

While you sleep
Who really wins?

Won
Work from home

X

Xanax

Y

You are a winner!
You have been
chosen
You have been
selected

Your chance
Your income
Your status

Z

Zero chance
Zero percent
Zero risk