



Words to Avoid Spam

You want your emails to be opened and read by your audience. But filling your emails with trigger words can prevent your viewers from ever even seeing the email. This is a common problem that you should avoid making. Which poses the question, are trigger words causing your emails to go straight to spam?

The top trigger words fall into these categories:

1. **Manipulative:** adding excessive urgency.
2. **Needy:** being desperate or adding overpromising statements.
3. **Sleazy:** overbearingly assertive.
4. **Cheap:** no filtering, everybody wins.
5. **Far-fetched:** phrases that promise the world.
6. **Shady:** legally or ethically wrong.

The following is an extensive list of the most common trigger words used today.

Don't worry too much about using ONE of these words in an email, but multiple together is a recipe for your email to end up in the worst of places, spam. It is best to completely eliminate the use of them if you can.

Now let's get straight to it:

Manipulative words

In this age of instant gratification, we want everything now. But, there is a time and a place. Things still take time. And when it comes to emails, overtly pressuring your viewers into unneeded urgency isn't good. You can press for them to take action, but really pressuring them into an immediate sale is too far.

So, avoid the following words as best as you can:

- Act now
- Act Immediately
- Action Required
- Apply now
- Apply online
- Buy
- Buy now
- Buy direct
- Can't live without
- Call
- Call now
- Click here
- Clearance
- Deal ending soon
- Do it now
- Do it today
- Don't delete
- Don't hesitate
- Drastically reduced
- Exclusive deal
- Get it now
- Get it today
- Get started now.
- Hurry up
- Important information regarding
- Instant
- Limited time
- New customers only
- Now only

- Offer expires
- Once in a lifetime
- One time
- Order now
- Order today
- Please read
- Special promotion
- Take action
- Take action now
- This won't last
- Urgent
- While stocks last
- While supplies last

Needy words

Being upfront and honest has always been the way to go. So when you write your subject line, show an honest look at what your email is all about. Adding claims that make you look desperate is going to send you straight to spam.

So, avoid using these words too:

- 100%
- 50% off
- All-new
- Bargain
- Best price
- Bonus
- Digital marketing
- Direct marketing
- Email marketing
- Fantastic deal
- Free access
- Free consultation
- Free hosting
- Free gift
- Free trial
- Have you been turned down?

- Giving away
- Great offer
- Join millions of Americans
- Incredible deal
- Prize
- Promise you
- Pure profit
- Satisfaction guaranteed
- Will not believe your eyes

Cheap words

There's simply no room for participation trophy language when it comes to subject lines. You simply cannot make the guarantee that everyone who accepts your offer will win.

Read the following words, and do not use them to brainstorm your next subject line:

- Acceptance
- Access
- Avoid bankruptcy
- Boss
- Cancel
- Card accepted
- Certified
- Very Cheap
- Compare
- Compare rates
- Congratulations
- Credit card offers
- Cures
- Dear [personalization variable]
- Dear friend
- Drastically reduced
- Easy terms
- Free grant money
- Free hosting
- Free info

- Free membership
- Friend
- Get out of debt
- Giving away
- Guarantee
- Guaranteed
- Have you been turned down?
- Hello
- Information you requested
- Join thousands
- No age restrictions
- No catch
- No experience
- No obligation
- No purchase necessary
- No questions asked
- No strings attached
- Offer
- Opportunity
- Save big
- Winner
- Winning
- Win big
- Won
- You are a winner
- You've been selected!

Overallly Salesy words

Don't leave the impression that what you're writing is hard to believe. You want to convey that your offer is valuable without making outlandish claims about it.

So, be careful when selecting your words, and avoid these specifically:

- 0% risk
- 100% free
- 100% more
- 100% satisfaction
- Additional income
- All-natural
- Amazing
- At no cost
- Be your own boss
- Big bucks
- Billion
- Billion dollars
- Cash
- Cash bonus
- Consolidate debt and credit
- Consolidate your debt
- Double your income
- Earn
- Earn cash
- Earn extra cash
- Earn per week
- Eliminate bad credit
- Eliminate debt
- Extra
- Fantastic deal
- Fast cash
- Fast money
- Financial freedom
- Financially independent
- Free investment
- Free money
- Full refund
- Get paid
- Get out of debt

- Get rid of debt
- Home
- Home-based
- Increase Income
- Increase sales
- Increase traffic
- Lose
- Lose weight
- Make money
- Money back
- No catch
- No credit check
- No fees
- No hidden costs
- No investment
- No purchase required
- No questions asked
- No strings attached
- Online business opportunity
- Potential earnings
- Pure profit
- Removes wrinkles
- Reverses aging
- Risk-free
- Satisfaction guaranteed
- Serious cash
- Stop snoring
- Vacation
- Vacation offers
- Weekend getaway
- Weight loss
- While you sleep
- Work from home

Shady words

Long before you started thinking about writing subject lines, some people were taking advantage of others. Your intent may be positive, yet that does not matter. Someone before you ruined it forever. Now, you have to avoid any words that convey a shady message.

But these are the rules we have to play by now, so avoid these words too:

- Addresses
- Beneficiary
- Billing
- Casino
- Celebrity
- Cheap meds
- Collect child support
- Compete for your business
- Congratulations
- Copy DVDs
- Cures baldness
- Diet
- Fast Viagra delivery
- Growth hormone
- Hidden
- Human growth hormone
- In accordance with laws
- Instant weight loss
- Investment
- Junk
- Legal
- Life insurance
- Loan
- Lottery
- Luxury car
- Medicine
- Message contains
- Miracle
- Money
- Multi-level marketing
- Nigerian
- No medical exams

- No refunds
- Offshore
- Online degree
- Online pharmacy
- Passwords
- Refinance
- Request
- Rolex
- Score
- Social security number
- Spam
- Stops snoring
- This is an ad
- This isn't spam
- This isn't junk
- Undisclosed recipient
- University diplomas
- Unsecured credit
- Unsolicited
- US dollars
- Valium
- Viagra
- Vicodin
- Warranty
- We are legal
- Xanax

You may be thinking, "What will I say now???" – However, there are many more words to use. Think more creatively. Saying the same thing without using certain words will make your emails reach MORE people. Meaning higher sales and better open rates.