

- Cheat sheet -

455 SPAM
trigger
words

TO AVOID IN 2017



Prospect.io

Hey there, thanks for joining the tribe!

Here's your PDF containing all the trigger words you should consider avoiding when sending emails.

Remember: These words won't **necessarily** make you end up in the spam folder, because context still matters.

And not using these words **won't** necessarily keep you out of the SPAM folder. You need to:

- Watch your subject line
- Avoid all caps, exclamation points and using red fonts
- Use a reliable ESP
- Use links carefully
- Keep your emails short
- Not attach files

You can find more in-depth tips about this in our [article](#) on deliverability.

Alright, there's your list:

100%	#1	\$\$\$	100% free	100% Satisfied	4U
50% off	Accept credit cards	Acceptance	Access	Accordingly	Act Now
Action	Ad	Additional income	Addresses	Affordable	All natural
All new	Amazed	Amazing	Amazing stuff	Apply now	Apply Online
As seen on	Auto email removal	Avoid	Avoid bankruptcy	Bargain	Be amazed
Be your own boss	Being a member	Beneficiary	Best price	Beverage	Big bucks
Bill 1618	Billing	Billing address	Billion	Billion dollars	Bonus

Boss	Brand new pager	Bulk email	Buy	Buy direct	Buying judgments
Cable converter	Call	Call free	Call now	Calling creditors	Can't live without
Cancel	Cancel at any time	Cannot be combined with any other offer	Cards accepted	Cash	Cash bonus
Cashcashcash	Casino	Celebrity	Cell phone cancer scam	Cents on the dollar	Certified
Chance	Cheap	Check	Check or money order	Claims	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 to remove	Collect	Collect child support	Compare	Compare rates	Compete for your business
Confidentially on all orders	Congratulations	Consolidate debt and credit	Consolidate your debt	Copy accurately	Copy DVDs
Costs	Credit	Credit bureaus	Credit card offers	Cures	Cures baldness
Deal	Dear [email/friend/somebody]	Debt	Diagnostic s	Dig up dirt on friends	Direct email
Direct marketing	Discount	Do it today	Don't delete	Don't hesitate	Dormant
Double your	Double your cash	Double your income	Drastically reduced	Earn	Earn \$
Earn extra cash	Earn per week	Easy terms	Eliminate bad credit	Eliminate debt	Email harvest

Email marketing	Exclusive deal	Expect to earn	Expire	Explode your business	Extra
Extra cash	Extra income	F r e e	Fantastic	Fantastic deal	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 cell phone	Free consultation	Free DVD	Free gift	Free grant money	Free hosting
Free info	Free installation	Free Instant	Free investment	Free leads	Free membershi p
Free money	Free offer	Free preview	Free priority mail	Free quote	Free sample
Free trial	Free website	Freedom	Friend	Full refund	Get
Get it now	Get out of debt	Get paid	Get started now	Gift certificate	Give it away
Giving away	Great	Great offer	Guarantee	Guarantee d	Have you been turned down?
Hello	Here	Hidden	Hidden assets	Hidden charges	Home
Home based	Home employment	Home based business	Human growth hormone	If only it were that easy	Important information regarding
In accordance with laws	Income	Income from home	Increase sales	Increase traffic	Increase your sales
Incredible deal	Info you requested	Information you	Instant	Insurance	Insurance

		requested			
Internet market	Internet marketing	Investment	Investment decision	It's effective	Join millions
Join millions of Americans	Junk	Laser printer	Leave	Legal	Life
Life Insurance	Lifetime	Limited	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	Luxury	Luxury car
Mail in order form	Maintained	Make \$	Make money	Marketing	Marketing solutions
Mass email	Medicine	Medium	Meet singles	Member	Member stuff
Message contains	Message contains disclaimer	Million	Million dollars	Miracle	MLM
Money	Money back	Money making	Month trial offer	More Internet Traffic	Mortgage
Mortgage rates	Multi-level marketing	Name brand	Never	New customers only	New domain extensions
Nigerian	No age restrictions	No catch	No claim forms	No cost	No credit check
No disappointment	No experience	No fees	No gimmick	No hidden	No hidden Costs
No interests	No inventory	No investment	No medical exams	No middleman	No obligation

No purchase necessary	No questions asked	No selling	No strings attached	No-obligation	Not intended
Not junk	Not spam	Now	Now only	Obligation	Offshore
Offer	Offer expires	Once in lifetime	One hundred percent free	One hundred percent guaranteed	One time
One time mailing	Online biz opportunity	Online degree	Online marketing	Online pharmacy	Only
Only \$	Open	Opportunity	Opt in	Order	Order now
Order shipped by	Order status	Order today	Outstanding values	Passwords	Pennies a day
Per day	Per week	Performance	Phone	Please read	Potential earnings
Pre-approved	Presently	Price	Print form signature	Print out and fax	Priority mail
Prize	Problem	Produced and sent out	Profits	Promise	Promise you
Purchase	Pure Profits	Quote	Rates	Real thing	Refinance
Refinance home	Refund	Removal	Removal instructions	Remove	Removes wrinkles
Request	Requires initial investment	Reserves the right	Reverses	Reverses aging	Risk free
Rolex	Round the world	S 1618	Safeguard notice	Sale	Sample
Satisfaction	Satisfaction guaranteed	Save \$	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	Shopper	Shopping spree	Sign up free today
Social security number	Solution	Spam	Special promotion	Stainless steel	Stock alert
Stock disclaimer statement	Stock pick	Stop	Stop snoring	Strong buy	Stuff on sale
Subject to cash	Subject to credit	Subscribe	Success	Supplies	Supplies are limited
Take action	Take action now	Talks about hidden charges	Talks about prizes	Teen	Tells you it's an ad
Terms	Terms and conditions	The best rates	The following form	They keep your money — no refund!	They're just giving it away
This isn't a scam	This isn't junk	This isn't spam	This won't last	Thousands	Time limited
Traffic	Trial	Undisclosed recipient	University diplomas	Unlimited	Unsecured credit
Unsecured debt	Unsolicited	Unsubscribe	Urgent	US dollars	Vacation
Vacation offers	Valium	Viagra	Vicodin	Visit our website	Wants credit card
Warranty	We hate spam	We honor all	Web traffic	Weekend getaway	Weight
Weight loss	What are you waiting for?	What's keeping you?	While supplies last	While you sleep	Who really wins?
Why pay more?	Wife	Will not believe your eyes	Win	Winner	Winning
Won	Work from home	Xanax	You are a winner!	You have been selected	Your income

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