



## 100 Words to avoid in on-line messages

By avoiding these words in your e-mail messages, you help prevent having them end up in spam purgatory. As you may know, some words are more likely than others to trigger spam filters, and the more of those words are found in an e-mail, the more likely they are to get caught. The list ‘trigger words’ is constantly changing, and spam filtering services don’t publish their biggest trigger words for obvious reasons.

There are going to be cases where you can’t avoid using them. However, it’s recommended that you stop to consider alternative ways to express your thoughts before using these commonly recognized ‘SPAM flags.’

#1	100% satisfied	4U
Accept credit cards	Act Now!	Additional Income
Affordable	All natural	All new
Amazing	Apply online	Bargain
Best price	Billing address	Buy direct
Call	Call free	Can’t live without
Cards Accepted	Cents on the dollar	Check
Claims	Click / Click Here / Click Below	Click to remove
Compare rates	Congratulations	Cost / No cost
Dear friend	Do it today	Extra income
For free	Form	Free and FREE
Free installation	Free leads	Free membership
Free offer	Free preview	Free website
Full refund	Get it now	Giving away
Guarantee	Here	Hidden
Increase sales	Increase traffic	Information you requested
Insurance	Investment / no investment	Investment decision
Legal	Lose	Marketing
Marketing solutions	Message contains	Money
Month trial offer	Name brand	Never
No gimmicks	No Hidden Costs	No-obligation
Now	Offer	One time / one-time
Opportunity	Work at home	Orders shipped by priority mail
Performance	Phone	Please read
Potential earnings	Pre-approved	Price
Print out and fax	Profits	Real thing
Removal instructions	Remove	Risk free
Sales	Satisfaction guaranteed	Save \$
Save up to	Search engines	See for yourself
Serious cash	Solution	Special promotion
Success	The following form	Unsolicited
Unsubscribe	Urgent	US dollars
Wife	Win	Winner
Order / Order Now / Order today / Order status		