

Words & Phrases That Can Trigger Spam Filters

By Michael Kristof

Spam Filter Triggers

Some of the more commonly used phrases that ISPs, mail clients, and spam filters such as SpamAssassin™ filter out include, but not limited to;

'Hidden' assets	Discount!	Homebased business
"Hidden"	Double your income	Income from home
"Stop" or "Stops"	Earn \$	Increase sales
\$\$\$	Earn extra cash	Increase traffic
100% free	Eliminate debt	Increase your sales
50% off!	Email marketing	Incredible deal
Ad	Explode your business	Info you requested
Affordable	Extra income	Information you requested
Amazing	F r e e	Internet market
Amazing stuff	Fast cash	Leave
Apply now	Financial freedom	Limited time offer
Auto email removal	Financially independent	Loans
Billion	Free	Lose Weight
Cable converter	Free gift	Make \$
Call now!	Free grant money	Million Dollars
Cash bonus	Free info	Mortgage Rates
Cheap	Free installation	Multi level marketing
Click Here	Free investment	No investment
Collect	Free leads	Obligation
Collect child support	Free membership	Online marketing
Compare	Free offer	Opportunity
Compare rates	Free preview	Order Now
Compete for your business	Free!	Prices
Credit	Guarantee	Promise you
Credit bureaus	Hidden' assets	Refinance
Dig up dirt on friends	Home based	Remove

Removes	Serious cash	Unsubscribe
Removes wrinkles	Stock disclaimer statement	Web traffic
Reverses aging	Stop snoring	Weight loss
Satisfaction Guaranteed	Subscribe	You're a Winner!
Save \$	Tells you it's an ad	
Search engine listings	Thousands	

Potential Spam Filter Triggers

There are also other problematic stop words and phrases that can trigger some Spam filters, or increase the spam score to your emails, and should be avoided. These include:

Accept credit cards	Cancel at any time	Fantastic deal
Acceptance	Casino	For free
Accordingly	Cell phone cancer scam	For instant access
Act Now!	Cents on the dollar	Free access
Additional income	Certified	Free cell phone
Addresses on CD	Check or money order	Free consultation
All natural	Click below	Free DVD
All New	Click to remove	Free hosting
Apply Online	Congratulations	Free money
As seen on	Copy accurately	Free priority mail
Avoid bankruptcy	Copy DVDs	Free quote
Be amazed	Credit card offer	Free sample
Be your own boss	Cures baldness	Free trial
Being a member	Dainty	Free website
Beneficiary	Dear friend	Full refund
Beverage	Dear somebody	Gift certificate
Big bucks	Diagnostics	Home employment
Bill 1618	Different reply to	Human growth hormone
Billing address	Direct email	Increase sales
Billion dollars	Direct marketing	Investment decision
Brand new pager	Do it today	Lower interest rates
Bulk email	Don't delete	Lowest price
Buy direct	Dormant	Luxury car
Buying judgments	Drastically reduced	Mail in order form
Call free	Easy terms	Maintained
Calling creditors	Email harvest	Mass email
Can't live without	Expect to earn	Medium

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Meet singles	No purchase necessary	Print out and fax
Member stuff	No questions asked	Profits
MLM	No selling	Pure profit
Money back	No strings attached	Real thing
Month trial offer	Not intended	Refinance home
More Internet traffic	Off shore	Removal instructions
Name brand	Offer expires	Requires initial investment
New domain extensions	Offers coupon	Risk free
Nigerian	Offers extra cash	Save big money
No age restrictions	Once in lifetime	Save up to
No catch	Online pharmacy	Sincerely
No claim forms	Opt in	Somebody
No cost	Order status	Special promotion
No credit check	Organization	Time limited
No disappointment	Outstanding values	Urgent
No experience	Paste	Vacation
No fees	Pennies a day	Viagra
No gimmick	Percent	While Supplies last
No inventory	Perpetual	Why pay more?
No medical exams	Please read	Winner
No middleman	Potential earnings	Work at home
No obligation	Presently	You've been selected

As I already mentioned in my article, using the dollar sign “\$”, quotation marks, and exclamation points in subject lines can trigger Spam filters, as well as using all capital letters. I would also strongly recommend that you never include a toll-free number in the subject line—yep, that will trigger Spam filters too.

Please note that the above lists aren't meant to be comprehensive and only identify some of the more common words and phrases that trigger Spam filters.

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