

ABGranger Media, LLC

100 WORDS TO AVOID IN EMAIL CAMPAIGNS



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SPAM filters are very sensitive. That's why you must be careful about the words you choose in your headlines and email content. After a conducting a little online research, there seems to be a consensus on these words and phrases. Sure, there are many, many others, but here are 100 trigger words and phrases to avoid.

Remember that it's not just one word that can cause your message to be sent to SPAM. Instead, it can be a combination of the trigger words.

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|----------------------|--------------------------|-------------------------|--------------------------|
| 1. free offer | 1. be your own boss | 1. call now | 1. save big money |
| 2. free preview | 2. homebased business | 2. reply remove subject | 2. limited time |
| 3. order today | 3. being a member | 3. calling creditors | 3. save up to |
| 4. passwords | 4. beneficiary | 4. internet market | 4. limited time offer |
| 5. paste | 5. pure profit | 5. cancel at any time | 5. score with babes |
| 6. freedom | 6. best price | 6. internet marketing | 6. limited time only |
| 7. access | 7. big bucks | 7. cancel at anytime | 7. claims |
| 8. full refund | 8. billing address | 8. investment | 8. loans |
| 9. pennies a day | 9. real thing | 9. no investment | 9. mortgage rates |
| 10. please read | 10. billion dollars | 10. can't live without | 10. eliminate bad credit |
| 11. get paid | 11. income from home | 11. investment decision | 11. no obligation |
| 12. amazing stuff | 12. refinance | 12. reverses aging | 12. extra cash |
| 13. giving it away | 13. refinance home | 13. card accepted | 13. financial freedom |
| 14. great offer | 14. bulk email | 14. it's effective | 14. offer expires |
| 15. avoid bankruptcy | 15. increase sales | 15. risk free | 15. once in a lifetime |
| 16. hidden charges | 16. increase traffic | 16. cards accepted | 16. weight loss |
| 17. profit | 17. buy direct | 17. join millions | 17. work at home |
| 18. bad credit | 18. increase your sales | 18. rolex | 18. you are a winner |
| 19. profits | 19. removal instructions | 19. casino | 19. your income |
| 20. bargain | 20. buying judgements | 20. last chance | 20. find out anything |
| 21. home based | 21. incredible deal | 21. celebrity | 21. no gimmick |
| 22. promise you | 22. info you requested | 22. sales | 22. no experience |
| 23. be amazed | 23. call free | 23. cents on the dollar | 23. drastically reduced |
| 24. home employment | 24. insuarance | 24. life insurance | 24. earn per week |
| 25. promise you | 25. removes wrinkles | 25. save \$ | 25. expect to earn |



Thanks for reading!

Amanda Granger created ABGranger Media to give small business owners affordable marketing options. We help busy entrepreneurs with building their online presence, social media engagement and growth. When online visibility is critical to your success, reach out to ABGranger Media for help. Visit our website, abgrangermedia.com. You can also get free marketing tips and more in our exclusive VIP Facebook group! Join today!

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