

Avoiding the Spam Trap: Spam Filter Trigger Words

- *By Rachel Fields, Client Success Consultant*

Spam filters are the bane of marketing departments everywhere. For professional services firms, it can be particularly frustrating when your carefully constructed newsletter or alert doesn't get delivered. The risk of this happening is even greater if you've just switched marketing email providers and are still establishing your sender reputation on a new IP address.

It's important to always be aware of what triggers spam filters. To see some of these triggers, read the accompanying article ["Top Tips for Email Marketing Success"](#) from [CLIENTSFirst Consulting](#), but when starting with a new IP it is particularly important to send emails that are above reproach. Once your superlative sender reputation has been established, you'll generally have more leeway when it comes to trigger words. Granted, a lot of Professional Services firms might never use most of these words, but there are a few that could potentially be an issue.

In the meantime, be vigilant about using the words and phrases below. Since you should be linking to articles published on your website, it is only the teaser text in your email that may require a rewrite so keep calm and email on!

Words and Phrases to Avoid

100%	Email marketing	Marketing solutions	Removal
'Hidden' assets	Exclusive deal	Medicine	Removal instructions
#1	Expect to earn	Medium	Remove
100% free	Expire	Member	Remove in quotes
100% Satisfied	Extra cash	Message contains	Remove subject
50% off	Extra income	Message contains disclaimer	Removes wrinkles
Accept credit cards	Fantastic deal	Million	Reply remove subject
Acceptance	Fast cash	Million dollars	Request
Access	Financial freedom	Miracle	Requires initial investment
Accordingly	Financially independent	MLM	Reserves the right
Act Now	Find out anything	Money	Reverses
Action	For free	Money back	Reverses aging

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Ad	For instant access	Money making	Risk free
Additional income	For just \$ (amount)	Month trial offer	Rolex
Affordable	For Only	More Internet Traffic	Round the world
All natural	For you	Mortgage	S 1618
All new	Form	Mortgage rates	Safeguard notice
Amazed	Free	Multi level marketing	Sale
Amazing	Free access	Name brand	Sales
Apply now	Free cell phone	Never	Sample
Apply Online	Free consultation	New customers only	Satisfaction
As seen on	Free DVD	New domain extensions	Satisfaction guaranteed
Auto email removal	Free gift	Nigerian	Save up to
Avoid	Free grant money	No age restrictions	Score
Avoid bankruptcy	Free hosting	No catch	Search engine listings
Bargain	Free info	No claim forms	Search engines
Be amazed	Free installation	No cost	Section 301
Be your own boss	Free investment	No credit check	See for yourself
Being a member	Free leads	No disappointment	Sent in compliance
Beneficiary	Free membership	No experience	Serious
Best price	Free money	No fees	Serious cash
Beverage	Free offer	No gimmick	Serious only
Bill 1618	Free preview	No hidden	Shopper
Billing	Free priority mail	No hidden Costs	Shopping spree
Billing address	Free quote	No interests	Sign up free today
Billion	Free sample	No inventory	Social security number
Billion dollars	Free trial	No investment	Solution

Bonus	Free website	No medical exams	Spam
Boss	Freedom	No middleman	Special promotion
Bulk email	Friend	No obligation	Stainless steel
Buy	Full refund	No purchase necessary	Stock alert
Buy direct	Get	No questions asked	Stock disclaimer statement
Buying judgments	Get It Now	No selling	Stock pick
Cable converter	Get out of debt	No strings attached	Stop
Call	Get paid	No-obligation	Stop snoring
Call free	Get started now	Not intended	Strong buy
Call now	Gift certificate	Not junk	Subject to cash
Calling creditors	Give it away	Not spam	Subject to credit
Can't live without	Giving away	Notspam	Subscribe
Cancel	Great offer	Now	Success
Cancel at any time	Guarantee	Now only	Supplies
Cards accepted	Guaranteed	Obligation	Supplies are limited
Cash	Have you been turned down?	Off shore	Take action
Casino	Hello	Offer	Take action now
Celebrity	Hidden	Offer expires	Talks about hidden charges
Cents on the dollar	Hidden assets	Offers coupon	Talks about prizes
Certified	Hidden charges	Offers extra cash	Teen
Chance	Home	Offshore	Terms
Cheap	Home based	Once in lifetime	Terms and conditions
Check	Home based business	One hundred percent free	The best rates
Check or money order	Home employment	One hundred percent guaranteed	The following form
Claims	Homebased business	One time	They're just giving it away

Claims not to be selling anything	Human growth hormone	One time mailing	This isn't a scam
"Claims to be in accordance with some spam law"	If only it were that easy	Online degree	This isn't junk
Claims to be legal	Important information regarding	Online marketing	This isn't spam
Claims you are a winner	In accordance with laws	Online pharmacy	This won't last
Clearance	Income	Only	Thousands
Click	Income from home	Only \$	Time limited
Click below	Increase sales	Open	Traffic
Click here	Increase traffic	Opportunity	Trial
Click to remove	Increase your sales	Opt in	Undisclosed recipient
Collect	Incredible deal	Order	University diplomas
Collect child support	Info you requested	Order now	Unlimited
Compare rates	Information you requested	Order shipped by	Unsecured credit
Compete for your business	Instant	Order status	Unsecured credit/debt
Confidentially on all orders	Internet market	Order today	Unsecured debt
Congratulations	Internet marketing	Orders shipped by	Unsolicited
Consolidate debt and credit	Investment	Orders shipped by priority mail	Unsubscribe
Consolidate your debt	Investment decision	Outstanding values	Urgent
Copy accurately	It's effective	Passwords	US dollars
Cost	Join millions	Pennies a day	Vacation
Costs	Join millions of Americans	Per day	Vacation offers
Credit	Junk	Per week	Valium
Credit bureaus	Laser printer	Performance	Viagra
Credit card offers	Leave	Phone	Vicodin
Credit card offers	Legal	Please read	Visit our website

Cures	Life	Potential earnings	Warranty
Deal	Life Insurance	Pre-approved	We honor all
Dear [email/friend/somebody]	Lifetime	Presently	Web traffic
Dear email	Limited	Price	Weekend getaway
Dear friend	limited time	Prices	Weight
Dear somebody	Limited time offer	Print form signature	Weight loss
Debt	Limited time only	Print out and fax	What are you waiting for?
Diagnostics	Loan	Priority mail	What's keeping you?
Different reply to	Loans	Prize	While supplies last
Direct email	Long distance phone offer	Prizes	While you sleep
Direct marketing	Lose	Produced and sent out	Who really wins?
Discount	Lose weight	Profits	Wife
Discusses search engine listings	Lower interest rate	Promise	Will not believe your eyes
Do it today	Lower interest rates	Promise you	Win
Don't delete	Lower monthly payment	Purchase	Winner
Don't hesitate	Lower your mortgage rate	Pure profit	Winning
Dormant	Lowest insurance rates	Pure Profits	Won
Double your	Lowest price	Quote	Work at home
Drastically reduced	Luxury	Quotes	Work from home
Earn	Luxury car	Rates	Xanax
Earn per week	Mail in order form	Real thing	You are a winner!
Easy terms	Maintained	Refinance	You have been selected
Eliminate bad credit	Make money	Refinance home	You're a Winner!
Eliminate debt	Marketing	Refund	Your income