

Words to avoid in your Marketing Emails

These words and phrases can cause your email to be flagged as spam. Rewrite your text if you find yourself using one of the below.

<ul style="list-style-type: none"> • 100% free • 50% off • act now • all new • All words that relate to cures or medication • All words that relate to sex or pornography • amazing • Anything that looks like you are YELLING • apply now • As seen • As seen on Oprah • As seen on TV • avoid • Be your own boss • bonus • Buy • Call now • cash bonus • cialis • Click here • Collect • Compare • consolidate • Contains \$\$\$ • Contains word "ad" • credit • Dear Friend • discount • don't delete • Double your • Double your income • E.x.t.r.a. Punctuation • earn • Earn \$ • earn extra cash • easy terms 	<ul style="list-style-type: none"> • Eliminate debt • extra income • fast cash • financial freedom • For Only • for you • FREE • Free access • free gift • free info • Free Instant • free offer • Free Samples! • Friend • Guarantee, Guaranteed • G a p p y T e x t • Get • Get out of debt • Great offer / Deal • Hello • herbal • Hidden • home based • Hot • Important information regarding • Information you requested • Instant • levitra • Life Insurance • limited time • Loans • lose • lose weight • Lower your mortgage rate • Lowest insurance rates • make money 	<ul style="list-style-type: none"> • medicine • mortgage • multi level marketing • notspam • Now only • numerical digits at the end • Offer • Online degree • online marketing • Online pharmacy • only • One time • Open • opportunity • Order Now • Prizes • Promised you • Refinance • Removes • reverses • Save up to • satisfaction • Search engine listings • serious cash • Special Promotion • Starting with a dollar amount • Stop or Stops • Subscribe • Teen • Undisclosed recipient • valium • vicodin • Visit our website • winner • Work from Home • xanax
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Also avoid...exclamation points, quotation marks, dollar signs, percentage signs, toll free numbers in the subject, and avoid using a font larger than two point.