

## **Top 100 spam words to avoid in emails**

#1	\$\$\$	100%
Act now	Action	Additional income
Affordable	All natural/new	Amazed
Apply now	Avoid	Be amazed/your own boss
Beneficiary	Billing	Billion
Bonus	Boss	Buy
Call free/now	Cancel	Cash
Casino	Certified	Cheap
Click here	Clearance	Collect
Compare rates	Congratulations	Credit card/check/offers
Cures	Deal	Dear friend/somebody
Debt	Discount	Direct email
Don't delete/hesitate	Double your income/cash	Earn
Extra	Expire	Fantastic
Free access/money/gift	Freedom	Friend
Get it now/started/paid	Great	Guarantee
Hello	Income	Increase sales/traffic
Instant	Investment	Junk
Limited	Lose	Lowest price
Luxury	Make \$/money	Medicine
Money	No credit check/experience	
Now	Obligation	Offer
Only	Open	Order now
Please	Presently	Problem
Promise	Purchase	Quote
Rates	Refinance	Refund
Remove	Request	Risk-free
Sales	Satisfaction	Save
Score	Serious	Spam
Success	Supplies	Take action
Terms	Traffic	Trial
Unlimited	Urgent	Weight
While supplies last	Win	Winner

Things to avoid in subject line:

- Don't add RE: to subject lines if it's not a reply
- Don't use all caps
- Don't make spelling mistakes
- Don't use one-word subject lines
- Don't use video/Flash/JavaScript
- Don't use exclamation points in your subject line
- Don't embed forms in emails