



How to Avoid the Top Fifteen **SPAM WORDS**

Many of the words and phrases that Internet Service Provider (ISP) email filters identify as spam are clearly obvious. Incorporating terms such as \$\$\$, Incredible Deal, Earn Extra Cash, and Multi-level Marketing into your email text or subject line are surefire, express one-way tickets to the blacklist. There are, however, fifteen words or phrases that most email marketers wouldn't ordinarily consider as dangerous, but using them can demolish your reputation ranking just as quickly as using Attention or Cheap.

- AFFORDABLE** – Of course your products and services are affordable, try *Economical, Frugal, or Thrifty*.
- APPLY NOW** – One of the most perilous phrases. *Respond, Answer, or Return* would be better choices.
- BILLION** – Making a reference to the number of people on earth might get you canned. Use *1,000,000,000* instead.
- CREDIT** – The word credit as part of Credit Card can blow up your email message. Try *Card, CC, or Payment Method*.
- EXTRA INCOME** – This phrase should be substituted with *Additional*, followed by *Earnings, Profit, or Revenue*.
- FREE** – This is the emperor of all spam words! Try working *Complimentary or Gratis* into your content instead.
- GUARANTEE** – Surprisingly, this word rings the bell but warranty does not. Other options include *Guaranty, and Surety*.
- INCREDIBLE DEAL** - *Astonishing, Stupendous, Wondrous, Extraordinary, Sensational, Outstanding, Remarkable, Alluring, Spectacular...* need we go on?
- LEAVE** – You can't even use Tree Leaves! This is both a noun and a verb, so pull out Roget's Thesaurus.
- LIMITED TIME OFFER** – It's far better to actually list the expiration date, or state that "You have X days left until..."
- OBLIGATION** – *Commitment or Responsibility* are the two preferred terms, but you can also try *Pledge, Covenant, or even Coercion*.
- OPPORTUNITY** – Another easy one to unintentionally slip in. Opt for *Chance, Occasion or Opening* as substitutes.
- PRICE** – This term has to be the ultimate unintended treacherous inclusion into email marketing content. Try *Value, Cost, Fee, Charge, or even Outlay*.
- THOUSAND** – As in the case of *Billion*, swap this out with the numerical form or the vernacular *Grand*.
- UNSUBSCRIBE** - Admit it, your last email message included this term. Try a phrase which asks if the reader wishes to *Cease or Stop Receiving Our Messages*.

Source: www.benchmarkemail.com.

To learn more about the The CAN-SPAM Act: A Compliance Guide for Business, visit:
<http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm>.

