



THE BIG LIST OF WORDS TO AVOID

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Remember: Context is everything. Especially when writing email copy. If a word makes sense, go ahead and use it. Even if it's on this list ;)

Re: (this one is especially for subject lines!)

Free

Free [anything] e.g. free consult/free gift/free shipping

100% free

100%

All-natural (this one was a surprise and a bummer especially since I was writing emails for a health supplement!)

Million dollars

Billion dollars

Big bucks

Make big money

Double your money

Click here or click now

Download

Win

Winner

Winning

Lose weight

Internet marketing

Direct marketing

Don't delete

Act now

Urgent

Satisfaction guaranteed

Always run your emails through <https://www.mail-tester.com/> to check the level of "spam" words detected in your emails.

Additional resources for words that may trigger spam filters:

<https://www.autopilotHQ.com/blog/email-spam-trigger-words/>