

DYNAMIC MESSAGING



Spam words and Alternatives:

Some of the more commonly used phrases that ISPs and a mail client filters out include:

Free!	Multi level Marketing
50% off!	Million Dollars
Click Here	Opportunity
Call now!	Compare
Subscribe	Removes
Earn \$	Collect
Discount!	Amazing
Eliminate Debt	Cash Bonus
Double your income	Promise You
You're a Winner!	Credit
Reverses Aging	Loans
"Hidden"	Satisfaction Guaranteed
Information you requested	Serious Cash
"Stop" or "Stops"	Search Engine Listings
Lose Weight	

There are other problematic phrases that can trigger some Spam filters, or start adding "Spam points" to emails sent out, and should be avoided. These include:

Act Now!	Offer
All New	One time
All Natural	Online pharmacy
Avoid Bankruptcy	Online marketing
As Seen On...	Order Now
Buy Direct	Please Read
Casino	Don't Delete
Cash	Save up to
Consolidate Your Debt	Time limited
Special Promotion	Unsecured debt or credit
Easy Terms	Vacation
Get Paid	Viagra
Guarantee, Guaranteed	Visit our web site
Great offer	While Supplies last
Give it away, Giving it away	Why pay more?
Join millions	Winner
Meet Singles	Work at home
MLM	You've
No cost, No fees	

Additional Tips and Alternatives:

Spam to Avoid	Alternatives to this word
Do not repeat words	Be succinct; try to avoid 'spam' words.
Do not use all caps	Keep everything in lowercase if possible.
Do not use !, \$, or 100%	Keep punctuation to a minimum.
affordable	Reasonably priced, reasonable, within your means, inexpensive
Bargain or best prices	Good deal, good buy
click here*	Go here, learn how, visit here
congratulations	Well done
debt	Owe, arrears, bills, deficit, due, liability
financing	Banking, expenditure, expenses, funding
free! for free?, for free! Or no obligation	No-cost or no-fee
guaranteed	Proven, certain, attested, affirmed, confirmed, insured
insurance	Coverage, assurance, warranty, safeguard
investment	Expenditure, expense, asset, grant
just released	New-improved
loan	Loan-plan, lending
low interest	Low risk
new car	New automobile
opportunity	Prospect opening, break, chance, occasion
paying too much	Over expenditure
permanent low interest	Definite low interest, preset
pre-approved	Pre-accepted, authorized, confirmed, credited
refinancing	Funding, outlay
special invitation	Proposal
unbelievable	Astounding, amazing, wonderful, awesome