

# TRIBALDIRECT™

## Email Marketing Tip – Spam Filter Triggers to Avoid

You may have permission to email your listeners, but that doesn't mean your message is going to make it past their spam filters and into their email inboxes. So what can you do to improve your delivery rate? The words, symbols and phrases below have been reported to trigger some filters to block a message. Each filter is different, and they are constantly changing, so don't get too hung up on this list. Sometimes using one or more of these 'triggers' will not get your email blocked, but in general you should try to minimize your use of them in the Subject Line and Body of your email:

!, !!!	Financial freedom	No-obligation
#1	Financially independent	Now
\$, \$\$, \$\$\$	For free	Offer
XXX	Form	One time / one-time
100% Free	Free and FREE	One time message
100% guarantee	Free Consultation	Online marketing
100% satisfied	Free Gift	Opportunity
4U	Free info	Order / Order Now/ Order today
Accept credit cards	Free installation	Performance
Additional Income	Free leads	Phone
Affordable	Free membership	Pics
All natural	Free offer	Please read
Amazing	Free preview	Potential earnings
Apply now	Free website	Pre-approved
Apply online	Full refund	Price
As seen on TV	Get it now	Print out and fax
Bargain	Giving away	Profits
Be considered spam	Guarantee	Protect
Be your own boss	Here	Real thing
Best price	Hidden	Risk free
Billing address	Home based	Sales
Buy direct	Home based business	Satisfaction guaranteed
Buy recommendation	Income from home	Save \$
Call	Increase sales	Save up to
Call free	Increase traffic	Search engines
Call toll free	Incredible deal	See for yourself
Can't live without	Info you requested	Serious cash
Cards Accepted	Insurance	Sex
Cash	Internet	Solution
Car	Internet market	Special offer message
Cents on the dollar	Investment	Special promotion
Check	Legal	Success
Claims	Limited time offer	The following form
Cruise	Live	This is not spam
Below	Lose	Travel
Compare rates	Lose inches	Trip
Congratulations	Make \$	Unsolicited
Cost / No cost	Marketing	Urgent
Credit	Marketing solutions	US dollars
Credit card #	Message contains	Viagra
Dear friend	Money	Visit our website
Debt free	Money back guarantee	Web traffic
Do it today	Month trail offer	Weight loss
Earn \$	Mortgage	Wife
Earn extra cash	Name brand	Win
Earn extra income	Never	Winner
Eliminate debt	News	Work
Email marketing	No gimmicks	Work at home
Extra income	No Hidden Costs	You have won
Fast Cash	No obligation	