

# Words and Phrases that Trigger Some Spam Filters

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I built this list of some 250 words and phrases from two spam filter lists. It is not complete. I have left out porn trigger words. Most spam filters work on a point system, so that the occurrence of just one "spam phrase" probably won't trigger rejection -- except some which the filter considers notorious. SpamAssassin 2.43, for example, assigns default points for these top offenders, as follows:

Reverses aging	3.37
'Hidden' assets	3.28
stop snoring	3.26
Free investment	3.19
Dig up dirt on friends	3.12
Stock disclaimer statement	3.04
Multi level marketing	3.01
Compare rates	2.83
Cable converter	2.75
Claims you can be removed from the list	2.70
Removes wrinkles	2.69
Compete for your business	2.57
free installation	2.51
Free grant money	2.50
Auto email removal	2.36
Collect child support	2.33
Free leads	2.29
Amazing stuff	2.26
Tells you it's an ad	2.21
Cash bonus	2.20
Promise you ...!	2.15
Claims to be in accordance with some spam law	2.11

Search engine listings	2.09
free preview	2.07
Credit bureaus	2.03
No investment	2.01
Serious cash	2.00

But even if you don't use these notorious phrases, other spam words can add up. Here are some to be aware of in your e-mail newsletters -- and ads contained in your newsletters.

4U	Free hosting	Online pharmacy
Accept credit cards	Free installation	Only \$
Act now! Don't hesitate!	Free investment	Opportunity
Additional income	Free leads	Opt in
Addresses on CD	Free membership	Order now
All natural	Free money	Order status
Amazing	Free offer	Orders shipped by priority mail
Apply Online	Free preview	Outstanding values
As seen on	Free priority mail	Pennies a day
Billing address	Free quote	People just leave money laying around
Auto email removal	Free sample	Please read
Avoid bankruptcy	Free trial	Potential earnings
Be amazed	Free website	Print form signature
Be your own boss	Full refund	Print out and fax
Being a member	Get paid	Produced and sent out
Big bucks	Get started now	Profits
Bill 1618	Gift certificate	Promise you ...!
Billion dollars	Great offer	Pure profit
Brand new pager	Guarantee	Real thing
Bulk email	Have you been turned down?	Refinance home
Buy direct	Hidden assets	Removal instructions
Buying judgments	Home employment	Remove in quotes
Cable converter	Human growth hormone	Remove subject
Call free	If only it were that easy	Removes wrinkles
Call now	In accordance with laws	Reply remove subject
Calling creditors	Increase sales	Requires initial investment
Cannot be combined with any other offer	Increase traffic	Reserves the right
Cancel at any time	Insurance	Reverses aging
Can't live without	Investment decision	Risk free
Cash bonus	It's effective	Round the world
Cashcashcash	Join millions of Americans	S 1618
Casino	Laser printer	
	Limited time only	

Cell phone cancer scam	Long distance phone offer	Safeguard notice
Cents on the dollar	Lose weight spam	Satisfaction guaranteed
Check or money order	Lower interest rates	Save \$
Claims not to be selling anything	Lower monthly payment	Save big money
Claims to be in accordance with some spam law	Lowest price	Save up to
Claims to be legal	Luxury car	Score with babes
Claims you are a winner	Mail in order form	Section 301
Claims you registered with some kind of partner	Marketing solutions	See for yourself
Click below	Mass email	Sent in compliance
Click here link	Meet singles	Serious cash
Click to remove	Member stuff	Serious only
Click to remove mailto	Message contains disclaimer	Shopping spree
Compare rates	Money back	Sign up free today
Compete for your business	Money making	Social security number
Confidentially on all orders	Month trial offer	Stainless steel
Congratulations	More Internet traffic	Stock alert
Consolidate debt and credit	Mortgage rates	Stock disclaimer statement
Stop snoring	Multi level marketing	Stock pick
get it now	MLM	Strong buy
Special promotion	Name brand	Stuff on sale
Copy accurately	New customers only	Subject to credit
Copy DVDs	New domain extensions	Supplies are limited
Credit bureaus	Nigerian	Take action now
Credit card offers	No age restrictions	Talks about hidden charges
Cures baldness	No catch	Talks about prizes
Dear email	No claim forms	Tells you it's an ad
Dear friend	No cost	Terms and conditions
Dear somebody	No credit check	The best rates
Different reply to	No disappointment	The following form
Dig up dirt on friends	No experience	They keep your money -- no refund!
Direct email	No fees	They're just giving it away
Direct marketing	No gimmick	This isn't junk
Discusses search engine listings	No inventory	This isn't spam
Do it today	No investment	University diplomas
Don't delete	No medical exams	Unlimited
Drastically reduced	No middleman	Unsecured credit/debt
Earn per week	No obligation	Urgent
Easy terms	No purchase necessary	US dollars
Eliminate bad credit	No questions asked	Vacation offers
Email harvest	No selling	Viagra and other drugs
Email marketing	No strings attached	Wants credit card
Expect to earn	Not intended	We hate spam
	Off shore	We honor all
	Offer expires	Weekend getaway
	Offers coupon	What are you waiting for?
	Offers extra cash	

Fantastic deal  
Fast Viagra delivery  
Financial freedom  
Find out anything  
For free  
For instant access  
For just \$ (some amt)  
Free access  
Free cell phone  
Free consultation  
Free DVD  
Free grant money

Offers free (often stolen)  
passwords  
Once in lifetime  
One hundred percent free  
One hundred percent  
guaranteed  
One time mailing  
Online biz opportunity

While supplies last  
While you sleep  
Who really wins?  
Why pay more?  
Will not believe your eyes  
Winner  
Winning  
Work at home  
You have been selected  
Your income