

Spammy Words to Avoid in your Email

To keep your emails out of the Spam Folder

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Here's the thing—some words just carry baggage. Not because you mean any harm, but because spam filters have trust issues. Certain words and phrases have been abused so much in email marketing's wild past that even the nicest email can get the side-eye for using them.

So let's be mindful.

Think of this as your “handle with care” list. You don't have to ban these words forever—but use them sparingly, and only when you absolutely must. Like salt in a recipe: a little enhances the flavor, too much ruins the dish.

Quick Tip: Instead of reaching for the usual suspects, try alternative words that feel more like you and less like a late-night infomercial.

Below is a categorized list of words that tend to trigger spam filters. Browse through it. Get familiar. And where possible, swap them out for something friendlier, clearer, and more conversational.

A Quick Note Before You Panic...

This list of spam-trigger words? It's helpful, yes. But let's be real—it's **not the be-all, end-all**. Think of it more like a guiding compass than a rulebook etched in stone.

Because here's the thing: email filters are smart. Always evolving. What might land you in the inbox today could get flagged tomorrow if it looks suspicious or hits too many triggers.

So, don't just rely on lists. **Keep an eye on your email stats**, especially your **open rate**. That's often the first red flag when something's off.

Did you know?

According to recent studies, **about 1 in 6 emails never makes it to the inbox**—many end up in the spam folder or get blocked entirely. That's roughly **17% of your hard work... gone**.

If your open rate suddenly drops like a rock, it's not always your content—it could mean your emails are being quietly whisked off to spam-land.

Pro Tip: If your average open rate drops significantly from what it normally is, that's your cue to investigate:

- Check if you've recently changed your subject lines, sender address, or sending behavior.
- Run a quick spam test with a tool like MailGenius or GlockApps.
- Revisit your word choices, formatting, and list hygiene.

In short? Be mindful. Stay curious. And use your data as your best defense.

Commerce & Salesy Language

Words that scream “sales pitch” instead of “conversation.”

- Bargain
- Best price
- Big deal
- Buy direct
- Cancel anytime
- Clearance
- Double your
- Easy terms
- Explode your
- Incredible deal
- Increase sales
- Instant

- Lowest price
- New customers only
- No catch
- Promise you
- Pure profit
- Risk-free
- Special promotion
- This won't last
- Trial offer
- What are you waiting for?

Instead Try: “Limited access,” “Exclusive peek,” “Sneak preview,” “Here’s something new...”

Financial Triggers

Often used in “too good to be true” scams, so filters are wary.

- Affordable
- Be your own boss
- Bonus
- Double income
- Earn
- Easy money
- Extra cash

- Financial freedom
- Income
- Investment
- Make money
- Million dollars
- Money back
- Online biz
- Profits
- Refund
- Rich
- Unsecured credit
- Unsecured debt
- Work from home

Instead Try: “Revenue,” “Side project,” “Smart earnings,” “Flexible income stream”

Urgency & Hype Overload

These crank the volume too high for most filters.

- Act now
 - Apply now
 - Buy now
 - Call now
-

- Do it today
- Don't delete
- Get it now
- Hurry
- Immediate
- Important information regarding
- Instant access
- Limited time
- Once in a lifetime
- Order now
- Please read
- Sign up free
- This won't last
- Urgent
- While supplies last

Instead Try: “Quick heads-up,” “Time-sensitive,” “This week only,” “Last few spots”

Digital & Technical Terms

Spam filters flag these when overused, especially in combination.

- Click
 - Click below
-

- Click here
- Email marketing
- Internet marketing
- Join millions
- Opt in
- See for yourself
- Visit our website
- Web traffic
- Unsecured
- Your site

Instead Try: “Tap to read,” “Take a look,” “Explore this link,” “Join the conversation”

Too-Good-to-Be-True Phrases

These feel like old-school scam lines—and filters notice.

- As seen on
 - Congratulations
 - Dear friend
 - Guarantee
 - Hidden charges
 - No obligation
 - No strings attached
-

- Not junk
- Satisfaction guaranteed
- Save big money
- Special deal
- This isn't spam
- Winner
- Winning
- You are a winner
- You won
- You're approved

Instead Try: “You’re invited,” “Here's something for you,” “We think you’ll enjoy this”

General Risky Vocabulary

These are context-sensitive. They’re not always bad—but they can tip the scales if overused.

- Amazing
 - Certified
 - Deal
 - Free
 - Gift
 - Help
-

- Now
- Offer
- Opportunity
- Promotion
- Safe
- Save
- Solution
- Success

Instead Try: “Valuable,” “Curated,” “Helpful insight,” “Added bonus,”
“Limited access”
