Suggested Format and Spammy Words to Avoid to get to the Inbox

Aside from following the 60:40 text to image ratio, text font and style matters. Deviating from the standard fonts might stop you from getting to the inbox. Your email font style and size matters. It might necessarily make or break your email deliverability but it would be best not to risk it.

To help you with this, we have compiled a list of standard fonts you can use:

1. Arial
2. Courier New
3. Georgia
4. Helvetica
5. Lucida Sans
6. Tahoma
7. Times New Roman
8. Calibri
9. Public Sans
10. Trebuchet MS

Once you have decided on which font style to go with, the next question would be the size and color. We highly recommend that you use the standard size of 11 or 12. For emphasis, it would be best to Bold or Italicize the words or phrases you want to put emphasis on. You can also play with spacing and bullets to make your email pretty instead of using fancy fonts or bigger fonts.

Now that we are done talking about email fonts, let’s talk about spammy words. Email providers have their own set of algorithms and filters that prevent your emails from landing on the inbox once triggered. If using them can’t be can’t fully avoided it would be best to at least minimize it.

We don’t have all the words that all email providers consider as malicious or “spammy”.

Here’s the list of what we got so far:

- #100000
- 0%
- 99%
- 99.90%
- 100%
- 777
- All-new
- Boss
- Don’t delete
- Drastically reduced
- Exclusive deal
- Get it now
- Get started now.
- Important information regarding
- Instant
- Limited time
- New customers only
- Now only
- “Hidden” assets
- %
- % free

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- % Satisfied
- $$$
- 0% risk
- 100% free
- 100% more
- 100% satisfaction
- 100% satisfied
- 4U
- 50% off
- Accept credit cards
- Acceptance
- Access
- Access for free
- Access now
- Accordingly
- Act
- Act Immediately
- Act now
- Action
- Action Required
- Ad
- Additional income
- Addresses
- Addresses on CD
- Affordable
- Affordable deal
- All
- All natural
- All new
- All-natural
- Amazed
- Amazing
- Amazing offer
- Amazing stuff
- Apply here
- Apply now
- Apply Online
- As
- As seen on
- At no cost
- Auto email removal
- Avoid
- Avoid bankruptcy
- Bargain
- Be amazed
- Be surprised
- Be your own boss
- Become a member
- Being a member
- Believe me
- Beneficiary
- Best bargain
- Best deal
- Best offer
- Best price
- Beverage

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- Big bucks
- Bill 1618
- Billing
- Billing address
- Billion
- Billion dollars
- Billionaire
- Bonus
- Boss
- Brand new pager
- Bulk email
- Buy
- Buy direct
- Buy now
- Buying judgments
- Cable converter
- Call
- Call free
- Call me
- Call now
- Calling creditors
- Can’t live without
- Cancel
- Cancel at any time
- Cancel now
- Cancellation required
- Cannot be combined with any other offer
- Card accepted
- Cards accepted
- Cash
- Cash bonus
- Cash out
- Cashcashcash
- Casino
- Celebrity
- Cell phone cancer scam
- Cents on the dollar
- Certified
- Chance
- Cheap
- Cheap meds
- Check
- Check or money order
- Claim now
- Claim your discount
- Claims
- Claims not to be selling anything
- Claims to be in accordance with some spam law
- Claims to be legal
- Clearance
- Click
- Click below
- Click here
- Click now
- Click to get
- Click to remove

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- Collect
- Collect child support
- Compare
- Compare now
- Compare online
- Compare rates
- Compete for your business
- Confidentiality
- Confidentially on all orders
- Congratulations
- Congratulations
- Consolidate debt
- Consolidate debt and credit
- Consolidate your debt
- Copy accurately
- Copy DVDs
- Cost
- Costs
- Credit
- Credit bureaus
- Credit card offers
- Cures
- Cures baldness
- Cutie
- Deal
- Deal ending soon
- Dear [email/friend/somebody]
- Dear [personalization variable]
- Debt
- Diagnostic
- DIAGNOSTICS
- Diet
- Dig up dirt on friends
- Digital marketing
- Direct email
- Direct marketing
- Discount
- Do it now
- Do it today
- Don’t delete
- Don’t hesitate
- Don’t hesitate!
- Dormant
- Double your
- Double your cash
- Double your income
- Double your wealth
- Drastically reduced
- Earn
- Earn $
- Earn cash
- Earn extra cash
- Earn from home
- Earn money
- Earn monthly
- Earn per month

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- Earn per week
- Easy terms
- Eliminate bad credit
- Eliminate debt
- Email extractor
- Email harvest
- Email marketing
- Exclusive deal
- Expect to earn
- Expire
- Explode your business
- Extra
- Extra cash
- Extra income
- Extract email
- F r e e
- Fantastic
- Fantastic deal
- Fantastic offer
- FAST
- Fast cash
- Fast money
- Fast Viagra delivery
- Financial freedom
- Financially independent
- For free
- For instant access
- For just $ (some amount)
- For just $(insert whatever amount)
- For just $XXX
- For Only
- For you
- Form
- Free
- Free access
- Free bonus
- Free cell phone
- Free consultation
- Free DVD
- Free gift
- Free grant money
- Free hosting
- Free info
- Free information
- Free installation
- Free Instant
- Free investment
- Free iPhone
- Free leads
- Free Macbook
- Free membership
- Free money
- Free offer
- Free preview
- Free priority mail
- Free quote

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- Free sample
- Free trial
- Free website
- Freedom
- Friend
- Full refund
- Get
- Get it away
- Get it now
- Get it today
- Get out of debt
- Get paid
- Get rid of debt
- Get started now
- Gift certificate
- Give it away
- Giveaway
- Giving away
- Great
- Great deal
- Great offer
- growth hormone
- Guarantee
- Guaranteed
- Guaranteed deposit
- Guaranteed income
- Guaranteed payment
- Have you been turned down?
- Hello
- Here
- Hidden
- Hidden assets
- Hidden charges
- Hidden fees
- High score
- Home
- Home based
- Home Based business
- Home employment
- Home-based
- Homebased business
- Hot babes
- Hottie
- Huge discount
- Human
- Human growth hormone
- Hurry up
- If only it were that easy
- Important information regarding
- Important notification
- In accordance with laws
- Income
- Income from home
- Increase Income
- Increase sales
- Increase traffic

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- Increase your chances
- Increase your sales
- Incredible deal
- Info you requested
- Information you requested
- Instant
- Instant earnings
- Instant income
- Instant weight loss
- Insurance
- Insurance Lose weight
- Internet market
- Internet marketing
- Investment
- Investment decision
- It’s effective
- Join millions
- Join millions of Americans
- Join thousands
- Junk
- Kinky
- Laser printer
- Leave
- Legal
- Legal notice
- Life
- Life insurance
- Lifetime
- Lifetime access
- Lifetime deal
- Limited amount
- Limited number
- Limited offer
- Limited supply
- Limited time
- Limited time offer
- Limited time only
- Loan
- Loans
- Long distance phone offer
- Lose
- Lose weight
- Lose weight spam
- Lottery
- Lower interest rate
- Lower interest rates
- Lower monthly payment
- Lower rates
- Lower your mortgage rate
- Lowest insurance rates
- Lowest price
- Lowest rate
- Luxury
- Luxury car
- Mail in order form
- Maintained

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- Make $
- Make money
- Marketing
- Marketing solution
- Marketing solutions
- Mass email
- Mature
- Medicine
- Medium
- Meet girls
- Meet me
- Meet singles
- Meet women
- Member
- Member stuff
- Message contains
- Message contains disclaimer
- Million
- Million dollars
- Millionaire
- Miracle
- MLM
- Money
- Money back
- Money making
- Month trial offer
- More Internet Traffic
- Mortgage
- Mortgage rates
- Multi level marketing
- Multi-level marketing
- Name brand
- Near you
- Never
- Never before
- New
- New customers only
- New domain extensions
- Nigerian
- No age restrictions
- No catch
- No claim forms
- No cost
- No credit check
- No deposit required
- No disappointment
- No experience
- No fees
- No gimmick
- No hidden
- No hidden costs
- No hidden fees
- No hidden costs
- No interest
- No interests
- No inventory

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- No investment
- No investment required
- No medical exams
- No medical exams
- No middleman
- No obligation
- No payment required
- No purchase necessary
- No purchase required
- No questions asked
- No refunds
- No selling
- No strings attached
- No-obligation
- Not intended
- Not junk
- Not scam
- Not spam
- Notspam
- Now
- Now only
- Number 1
- Number one
- Obligation
- off
- Off shore
- Offer
- Offer expires
- Offshore
- Once in a lifetime
- Once in lifetime
- One hundred percent free
- One hundred percent guaranteed
- One time
- One time mailing
- Online biz opportunity
- Online business opportunity
- Online degree
- Online income
- Online job
- Online marketing
- Online pharmacy
- Only
- Only $
- Open
- Opportunity
- Opt in
- Order
- Order now
- Order shipped by
- Order status
- Order today
- Orders shipped by
- Outstanding values
- Passwords
- Pennies a day

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- Per day
- Per month
- Per week
- Performance
- Phone
- Please read
- Potential earnings
- Pre-approved
- Presently
- Price
- Price protection
- Prices
- Print form signature
- Print out and fax
- Priority mail
- Prize
- Prizes
- Problem
- Produced and sent out
- Profits
- Promise
- Promise you
- Purchase
- Pure profit
- Pure Profits
- Quote
- Quotes
- Rates
- Real thing
- Refinance
- Refinance home
- Refinanced home
- Refund
- Removal
- Removal instructions
- Remove
- Removes wrinkles
- Request
- Request now
- Request today
- Requires initial investment
- Reserves the right
- Reverses
- Reverses aging
- Risk free
- Risk-free
- Rolex
- Round the world
- S 1618
- Safeguard notice
- Sale
- Sales
- Sample
- Satisfaction
- Satisfaction guaranteed
- Satisfaction guaranteed

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- Save $
- Save big
- Save big money
- Save money
- Save now
- Save up to
- Score
- Score with babes
- Search engine
- Search engine listings
- Search engines
- Section 301
- See for yourself
- seen on
- Sent in compliance
- Serious
- Serious cash
- Serious offer
- Serious only
- Sex
- Sexy babes
- shopper
- Shopping spree
- Sign up free
- Sign up free today
- snoring
- Social security number
- Solution
- Spam
- Special deal
- Special discount
- Special for you
- Special offer
- Special promotion
- Stainless steel
- Steamy
- Stock alert
- Stock disclaimer statement
- Stock pick
- Stop
- Stop calling me
- Stop emailing me
- Stop snoring
- Stops snoring
- Strong buy
- Stuff on sale
- Subject to cash
- Subject to credit
- Subject to…
- Subscribe
- Subscribe for free
- Subscribe now
- Success
- Supplies
- Supplies are limited
- Take action

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- Take action now
- Talks about hidden charges
- Talks about prizes
- Teen
- Tells you it’s an ad
- Terms
- Terms and conditions
- The best rates
- The following form
- They keep your money – no refund
- They keep your money — no refund!
- They’re just giving it away
- This is an ad
- This isn't junk
- This isn't spam
- This isn’t a scam
- This isn’t junk
- This isn’t spam
- This won’t last
- Thousands
- Time limited
- Traffic
- Trial
- Undisclosed
- Undisclosed recipient
- University diplomas
- Unlimited
- Unlimited
- Unsecured credit
- Unsecured credit/debt
- Unsecured debt
- Unsolicited
- Unsubscribe
- Urgent
- US dollars
- Vacation
- Vacation offers
- Valium
- Valium Viagra
- Very Cheap
- Viagra
- VIAGRA DELIVERY
- Vicodin
- VIP
- Visit our website
- Wants credit card
- Warranty
- Warranty expired
- We are legal
- We hate spam
- We honor all
- Web traffic
- Website visitors
- Weekend getaway
- Weight
- Weight loss

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- weight spam
- What are you waiting for?
- What’s keeping you?
- While available
- While in stock
- While stocks last
- While supplies last
- While you sleep
- Who really wins?
- Why pay more?
- Wife
- Will not believe your eyes
- Will not believe your eyes
- Win
- Win big
- Winner
- Winning
- Won
- Work at home
- Work from home
- Xanax
- XXX
- You are a winner
- You are a winner!
- You have been chosen
- You have been selected
- You have been selected
- You’re a Winner!
- You’ve been selected!
- Your chance
- Your income
- Your income
- Your status
- Zero chance
- Zero percent
- Zero risk

Here are some additional tips:

1. Don’t use all caps for emphasis.
2. It would be best not to use jargon for your first email.
3. Speak your subscribers’ language. Don’t use words they are not familiar with.
4. Keep your email simple initially.
5. Don’t use multiple exclamation marks to add emphasis. One is more than enough.
6. Put an unsubscribe link on your email. This would make it easier for them to unsubscribe. If they don't like your email, chances are, they are not your people. It’s always to remove them from your list instead of having them put you in spam.

Keep in mind that this list of spammy words do not include the context of the words in your email. Use the words listed above sparingly and if you can’t fully avoid them, make sure to run tests to check if your emails are going through and where they are most likely to land.

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