



## Words to avoid in email subject lines

100% free	50% off	act now
all words that relate to sex or pornography	all words that related to cures or medication	amazing
anything that looks like you are YELLING	apply now	as seen
as seen on Oprah	as seen on TV	avoid
be your own boss	buy	call now
cash bonus	cialis	click here
collect	compare	consolidate
contains \$\$\$	contains word "ad"	credit
Dear Friend	discount	don't delete
double your anything	double your income	e.x.t.r.a. Punctuation
earn	earn \$	earn extra cash
easy terms	eliminate debt	extra income
fast cash	financial freedom	for only
for you	FREE	free
free access	free gift	free info
free instant	free offer	free samples!
friend	g a p p y t e x t	get
get out of debt	hello	herbal
hidden	home based	hot
information you requested	instant	levitra
life insurance	limited time	loans
lose	lose weight	lower your mortgage rate
lowest insurance rates	make money	medicine
mortgage	multi level marketing	notspam
now only	numerical digits at the end	offer
online degree	online marketing	online pharmacy
only	open	opportunity
promised you	refinance	removes
reverses	satisfaction	search engine listings
serious cash	starting with a dollar amount	stop or stops
teen	undisclosed recipient	valium
vicodin	winner	work from home
xanax	your family	Your own
You're a winner!		

Source: **Jordan Ayan**, CEO of SubscriberMail ([www.subscribermail.com](http://www.subscribermail.com)), an email marketing services and technology provider.