

Try to write meaningful subject lines and **avoid** the following 100 words and word phrases as much as you can:

\$	information you requested
act now	instant
amazing	life insurance
apply now	limited time
as seen	loans
as seen on TV	lose
attention	lose weight
avoid	lower your mortgage rate
buy now	lowest insurance rates
check this out	now
click here	now only
collect	off
compare	offer
consolidate	open now
credit	opportunity
dear friend	please help me
debt	promised you
discount	read now
don't delete	refinance
financial freedom	satisfaction
for you	search engine listings
Free	take a look
free access	teen
free gift	this is not spam
free info	urgently
free offer	winner
FREE STOP	your family
friend	you're a winner
help	
hi	
hidden	
hot	

Add to this list of words and phrases everything else that has something to do with pharmacy and pornography and words spelled in ALL CAPS, e.x.t.r.a. punctuation, g r a p p y text, followed by \$\$\$ or 100%, 50% etc. Words preceded by dollar amounts or words ending in numerical digits.