



DP Ball Advertising
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Phone: 440-285-8164
Website: dpballadvertising.com
11850 Tall Pines Dr. • Chardon, OH 44024

Trigger Words

Avoid these words in your subject line and email content.

COMMERCE

As seen on
Buy
Buy direct
Buying judgments
Clearance

Order
Orders shipped
Order status
Orders shipped by shopper
Shopper

FINANCIAL

\$\$\$
Beneficiary
Cash
Cents on the dollar
Claims
Cost
Discount
Free
Hidden assets
Incredible deal
Loans
Money
Affordable
Best price
Cash bonus
Cheap
Collect
Credit
Earn
Fast cash
hidden charges
Insurance
Lowest price
Money back
Profits
Save up to
Mortgage rates
One hundred percent free
Price
Quote
Save big money
Subject to credit
unsecured debt
Affordable

Best price
Cash bonus
Cheap
Collect
Credit
Earn
Fast cash
hidden charges
Insurance
Lowest price
Money back
Profits
Save up to
They keep your money -- no refund!
US dollars
Bargain
Big bucks
Cashcashcash
Check
Compare rates
Credit bureaus
Easy terms
For just \$XXX
Income
Investment
Million dollars
Mortgage
No fees
Pennies a day
Pure profit
Save \$
Serious cash
Unsecured credit
Why pay more?



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Trigger Words (cont'd)

GENERAL

Acceptance
Accordingly
Avoid
Chance
Dormant
Freedom
Here
Hidden
Home
Leave
Lifetime
Lose
Maintained
Medium

Miracle
Never
Passwords
Problem
Remove
Reverses
Sample
Satisfaction
Solution
Stop
Success
Teen
Wife

MARKETING

Ad
Click
Click to remove
Email harvest
Increase sales
Internet market
Marketing solutions
Month trial offer
Notspam
Open
Removal instructions
Search engine listings
The following form
Undisclosed recipient
We hate spam
Auto email removal
Click below
Direct email
Email marketing
Increase traffic
Internet marketing
Mass email

More Internet Traffic
One time mailing
Opt in
Sale
Search engines
This isn't junk
Unsubscribe
Web traffic
Bulk email
Click here
Direct marketing
Form
Increase your sales
Marketing
Member
Multi level marketing
Online marketing
Performance
Sales
Subscribe
This isn't spam
Visit our website



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Trigger Words (cont'd)

NUMBERS

#1	Join millions
4U	One hundred percent guaranteed
Billion dollars	100% Satisfied
Million	Billion
100% free	Join millions of Americans
50% off	Thousands

OFFERS

Being a member	No inventory
Cannot be combined with any other offer	No purchase necessary
Financial freedom	No strings attached
Guarantee	Obligation
Billing address	Per day
Confidentially on all orders	Reserves the right
Gift certificate	Terms and conditions
Have you been turned down?	Trial
Call	Vacation
Deal	We honor all
Giving away	Who really wins?
If only it were that easy	Long distance phone offer
Important information regarding	Name brand
Mail in order form	No catch
Nigerian	No experience
No claim forms	No middleman
No gimmick	No questions asked
No obligation	No-obligation
No selling	Off shore
Not intended	Per week
Offer	Prizes
Stuff on sale	Shopping spree
They're just giving it away	The best rates
Unsolicited	unlimited
Winner	Vacation offers
You are a winner!	Weekend getaway
In accordance with laws	Win
Message contains	Won
No age restrictions	You are selected
No disappointment	winning



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Trigger Words (cont'd)

CALLS TO ACTION

Cancel at any time
Get
Print out and fax
Compare

Give it away
See for yourself
Copy accurately
Print form signature
Sign up free today

FREE

Free
Free consultation
Free grant money
Free Instant
Free membership
Free preview
Free sample
Free access
Free DVD
Free hosting
Free investment

Free money
Free priority mail
Free trial
Free cell phone
Free gift
Free installation
Free leads
Free offer
Free quote
Free website

DESCRIPTIONS/ADJECTIVES

All natural
Certified
All new
Congratulations
Amazing
Drastically reduced
Fantastic deal
It's effective

Real thing
For free
Outstanding values
Risk free
Guaranteed
Promise you
Satisfaction guaranteed

SENSE OF URGENCY

Access
Apply Online
Can't live without
Don't hesitate
For you
Great offer
Instant
Now
Once in lifetime
Order now

Special promotion
Time limited
Act Now!
Call free
Do it today
For instant access
Get it now
Info you requested
limited time
Now only



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Trigger Words (cont'd)

SENSE OF URGENCY (CONT'D)

One time
Order today
Supplies are limited
Urgent
Apply now
Call now
Don't delete
For Only

Get started now
Information you requested
New customers only
Offer expires
Only
Please read
Take action now
While supplies last

NOUNS

Addresses on CD
Brand new pager
Celebrity
Legal
Phone
Beverage
Cable converter
Copy DVDs

Luxury car
Rolex
Bonus
Casino
Laser printer
New domain extensions
Stainless steel