

25 Reasons Your Emails Might Look Like Spam

1. Body of message incorporates a tracking ID number
2. Body of message contains a large block of hexadecimal code
3. Body of message contains one or more **lines** of "YELLING" (i.e., all-caps)
4. Message includes Microsoft executable program
5. Message body has at least 70 percent blank **lines**
6. Message header indicates message was sent directly from dynamic IP address
7. Message From field appears to not contain a real name
8. Message From field ends in numbers
9. Message header contains numbers mixed in with letters
10. Message **subject** includes the term "offer"
11. Message to: field contains spaces
12. Message Reply to field is empty
13. **Subject** has exclamation mark and question mark
14. **Subject** is ALL-CAPS
15. Message **subject** starts with an advertising tag
16. Message From: field contains the term "friend"
17. **Subject** contains "As Seen"
18. **Subject** starts with dollar amount
19. **Subject** contains "Double Your"
20. **Subject** contains "For Only"
21. **Subject** contains "FREE"
22. **Subject** contains "Free Instant"
23. Message contains excessive images without much text
24. Message body contains the term "nobody's perfect"
25. Message body claims not to be **spam**

The Home Team would add a few buzz words to this list as well. Words like "Success," "Wealth," "Money," "Fortune," "Incredible," and similar boasts may keep your messages from reaching inboxes.

So if you are sending out messages with any of these warnings, you may now know why your Prospects and potential customers keep telling you, "I just found your message in my **spam** folder!"