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# 7 Ways to Help Get Your Email Message Through

*Here are seven guidelines that will help you avoid having your emails caught in spam filters!*

*What you're trying to do is reduce the number of „points“ your email builds up - spam filters apportion points based on a list of factors they are programmed to look for, blocking the ones that reach a specified total score.*

*Please note that these rules aren't always hard-and-fast, in that you can trade them off against each other to get the right blend of factors - although you can never guarantee that a message will reach its intended recipient.*

*Give your message a better chance of reaching its target audience by following this advice: -*

## 1. Know your recipients.

*Ensure that all the recipients on the list you are using are valid - i.e. that you have permission to send them your mail. Purchased lists should be from reputable sources with a guarantee that they have been cleansed of addresses that don't want your mail. If you get a name as a spammer, there are blacklists that filters consult which will block your mail irrespective of content.*

## 2. Keep your design simple.

*Avoid excessive use of coloured fonts, different font sizes, images and graphics - you might want to use them but for any improvement in visual impact they also attract the attention of spam-blockers. Balance the amount of "fancy" formatting with the amount of text.*

## 3. Don't use hyped-up language.

*Spam alarms are set off by specific words and phrases, exclamation marks, money saving offers, „free“ „money back“ etc. It may go against marketing principles - but keep your promotions low-key, be creative in avoiding the sorts of words and phrases that trigger filters - you can get more examples by searching the internet for these triggers, there are many sites with lists of common trigger words.*

## 4. Keep it legal.

*There are legal requirements you should be aware of - but we are not lawyers! For up to date and reputable information on UK Law relating to emails we recommend [Outlaw.com](http://Outlaw.com).*

## 5. Try to avoid attachments.

*Often a spam email contains a damaging attachment so anti-spam filters treat them as particularly suspicious. If you can, use an internet link instead.*

## 6. Send a test version

*Send your message to as many different email programs (e.g. Outlook, X Mail etc.) and versions of these (e.g. Outlook 2003, 2007, and 2010) as you can get access to, as emails are not always treated the same way by different systems. There are of course hundreds of these so pick ones that your recipients are most likely to use. Also note it is a common mistake to test-send your email message with the word „test“ in the subject line. Most filters will block this because of the word „test“, not necessarily because of the other content - which you may then needlessly change.*

## 7. Take expert advice.

*There is always the option of employing a professional in online marketing - if you're in a business that is going to rely heavily on frequent campaigns and large numbers of emails then it is worth weighing up the risks to your business against the costs of employing an expert.*

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