

## Trigger Words for Gun Ranges & Firearm Retailers

This document contains categorized lists of words and phrases that can trigger spam filters when used in email or SMS marketing campaigns. These are especially relevant for firearm retailers and range operators. Use alternative phrasing or minimize use in subject lines and preview text to avoid deliverability issues.

### 1. Firearm-Related Triggers

- Gun
- Pistol
- Rifle
- Shotgun
- Ammo / Ammunition
- Firearm
- AR-15
- Silencer / Suppressor
- Concealed Carry
- Weapon
- Tactical
- Kill
- Shoot
- Lethal
- Hunting rifle
- Gunpowder
- High-capacity
- Self-defense weapon

### 2. Sales & Discount Triggers

- Free!!!
- Buy now
- 100% free
- Don't miss out
- This won't last
- Limited time
- \$\$\$
- Money back
- Double your income
- Risk-free
- Offer expires
- No strings attached

### 3. Legal Triggers

- No background check
- No license needed
- Guaranteed approval
- Avoid registration
- Undetectable
- Untraceable
- Bypass
- Hack
- Workaround

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## Text Marketing Compliance for Firearm Businesses

### 4. SMS/Email Compliance Flags

- Click now
- Act immediately
- This is not a scam
- Win big
- Earn cash fast
- Lowest price ever
- Instant access
- Congratulations

### 5. Financing & Credit-Related Triggers

- Instant approval
- Guaranteed financing
- 0% interest
- No credit check
- Bad credit? OK
- Easy monthly payments
- Credit repair
- Pre-approved
- Get financed now
- Apply now – no SSN required
- You qualify
- No payments for 6 months
- Same as cash
- Fast approval
- Instant loan

Want to learn more about how to stay out of the spam folder? Reach out for your free one-on-one discovery call where you'll walk away with actionable tactics to use in your business today.

Call us for  
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Sources: [mailchimp.com/help/about-compliance/](https://mailchimp.com/help/about-compliance/), [klaviyo.com/blog/email-deliverability](https://klaviyo.com/blog/email-deliverability), [blog.hubspot.com/marketing/spam-trigger-words-list](https://blog.hubspot.com/marketing/spam-trigger-words-list), [campaignmonitor.com/resources/guides/email-deliverability/](https://campaignmonitor.com/resources/guides/email-deliverability/), [activecampaign.com/](https://activecampaign.com/), [fcc.gov/general/telecommunications-consumers-division](https://fcc.gov/general/telecommunications-consumers-division), [ctia.org/the-wireless-industry/industry-commitments/messaging-principles-and-best-practices](https://ctia.org/the-wireless-industry/industry-commitments/messaging-principles-and-best-practices), [mailchimp.com/legal/acceptable-use/](https://mailchimp.com/legal/acceptable-use/), [shopify.com/legal/aup](https://shopify.com/legal/aup)