

BANNED
BANNED

WORDS TO

AVOID IN ADS

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MOOLAH MARKETER

WHAT ON EARTH IS THIS?

UNOFFICIAL GUIDEBOOK

THE **BANNED WORDS** LIST



These are words or phrases that tend to decrease the reach of posts that use them in social media. Avoid using them in your post descriptions, on photos you upload, in video, in blog post titles, in blog headings, and in URLs.

Hi, I am Rachel Miller. Thrilled you are reading our guide. Want to start by saying... This guidebook is NOT official. BUT it has come from over a decade of testing.

I have personally grown pages into multiple millions in fan size as well as into multi-millions in earning revenues (more than once).

These are the words that I have found to either decrease my reach, cause my ad spend to go up - or even get ads rejected.

Avoid them and GROW :)

Got questions? Ask in our group:
Grow Your Audience



THE **BANNED WORDS** LIST

DEAL & GIVEAWAY

DO NOT USE THESE WORDS



FREE
FREEBIE
GIVEAWAY
DEAL

WIN
ENTER
CONTEST

USE THESE WORDS INSTEAD:

Nothing for you

Come and get it

Zip, zilch, nada

take it home for nothing

good grab

snatch it up

grab it now

I'm doing the happy dance

Rock Bottom

As good as it gets

Make your wallet happy

Don't wait on this one

shut the door this is awesome

for diddly-squat!

This one's been slashed in half

This one is a scorcher

make every penny count

this one is for penny pinchers

Qpon??



THE **BANNED WORDS** LIST

CLICKBAIT-Y TERMS

DO NOT USE THESE WORDS



LIKE US
LIKE THIS
COMMENT
SHARE
JOIN OUR

SIGN UP
TAG A FRIEND
CLICK HERE
SAVE THIS
SUBSCRIBE

USE THESE WORDS INSTEAD:

Know someone who (wants/needs/loves/crushes/etc)

Bet this is you?? (or replace you with "your sister", "your bestie", etc.)

All the thumbs in the world couldn't love this enough

Your thoughts? Me?? I've got hearts for it.

What do you think? I can't get there fast enough.

it's going on my wall so I don't forget it.

Shout out - who's got this?

I'm going... you?

Checking it out... asap - ha!

pin for later

bookmarking it for later



THE **BANNED WORDS** LIST

SALESY & SELLING TERMS

DO NOT USE THESE WORDS



SALE
% OFF
ORDER
DISCOUNT
COUPON
SELL

BUY (OR BUY NOW)
MARKED DOWN

USE THESE WORDS INSTEAD:

Get it

fill your bag

grab it

my house needs this

don't lose this

bo go (or BO-GO)

snag it

lowest I've seen

score this

One fourth taken off the total

gift idea

huge drop

pick it up

1/4 you get to keep in your pocket

hurry over

it's like they are handing them out

Run, you'll love it

they killed it by 5

this one goes in the

bag/buggy



THE **BANNED WORDS** LIST

UNOFFICIAL "AVOID THESE WORDS" GUIDE

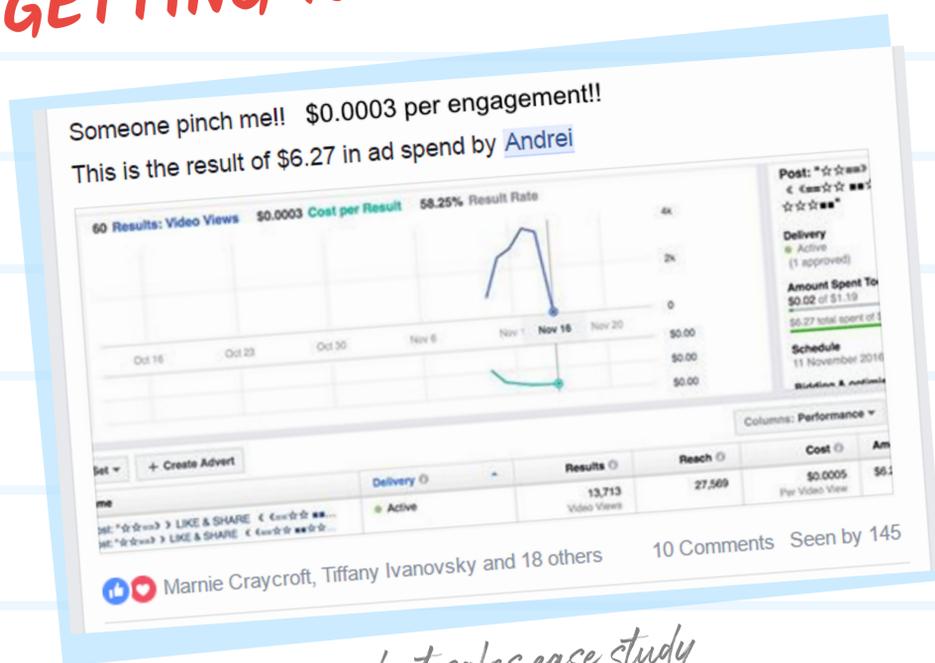
SALES TERMS WORDS TO AVOID:



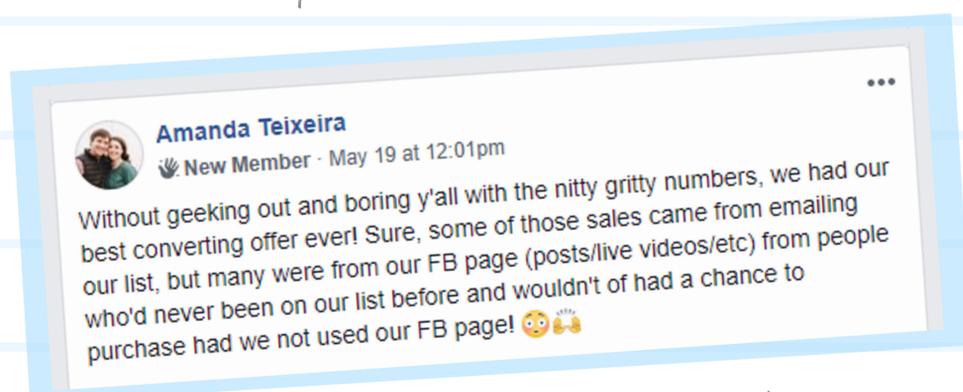
TODAY ONLY
ENDING SOON
WHILE SUPPLIES LAST

LIMITED TIME
ONLY X DAYS LEFT
DOORS CLOSE

GETTING RESULTS



product sales case study



personal finance membership case study

USE THESE WORDS INSTEAD:

the. count. down. is. on.

hurry over

Run, you'll love it

this one goes in the

bag/buggy

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THE **BANNED WORDS** LIST

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DISCLOSURES WORDS TO AVOID:



#AD
#SPONSORED
#SPON
SPONSORED

AD
AFFILIATE
AFF OR #AFF
COMMISSION

USE THESE WORDS INSTEAD:

Clicking on the link helps keep the coffee pot filled

this was on behalf of (or... "brought to you by")

in partnership/collaboration with

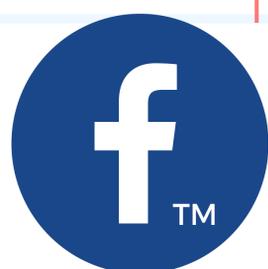
they are giving us perks for spreading the word

we are working/teamed-up with

Note: your participation helps keep our page afloat

they are supporting my xyz habit (coffee, shoes, vacation, etc).

Mutual support between



THE **BANNED WORDS** LIST

UNOFFICIAL "AVOID THESE WORDS" GUIDE

FAMILY HOLIDAY DINNER TERMS WORDS TO AVOID:



If it is off-limits on Thanksgiving family dinner, know it will probably be throttled across social media platforms.

Examples: Religion, political party affiliation, health conditions, personal finances, weight, drug use (even prescription)

THESE ARE JUST EXAMPLES... THE LIST IS ENDLESS

BULIMIA
PROTESTANT
FIBROMYALGIA
ISLAMIC

ANXIETY
WEIGHT LOSS
ADD/ADHD
DEBT-RELIEF

Remember to always phrase content in the positive.

Instead of weight loss, use healthy bodies

Instead of Protestant, say Faith or Grace, etc.

Instead of saying get rid of debt, say paying off the plastic.

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