

# **HOW TO MAKE HEADLINES MAGNETIC**

**9 ways to attract more  
readers and draw them  
into your message**

# HANG ON... HOW CAN WORDS BE MAGNETIC?

Well, the main role of any headline is to attract eyeballs – capture the reader's attention and draw them in.

But there's a problem.

**“ ON AVERAGE,  
8 OUT OF 10 PEOPLE  
READ THE HEADLINE,  
BUT ONLY 2 OUT OF 10  
WILL READ THE REST. ”**

David Ogilvy said that, apparently.

But why should you care what a long-dead adman has to say about only one single element of the copywriter's toolkit?

Well... If Ogilvy's statement is still true today, it means two things. Firstly, most people who see your communication will read the headline. But more worryingly, having read the headline, very few of those people will go on to read what else you have to say.

So, the better you make your headline, the better your chance of getting your message read by more people.

Think of it like this. Your headline advertises your copy. It should flag down the people you want to speak to and make them want to read on.

Here are some of the ways you can do it.

**NEED HELP  
MAKING YOUR  
MESSAGES  
MAGNETIC?**



Send us something you're not sure is working as well as it should be, and we'll see if we can knock it into shape.

[chat@redcmarketing.com](mailto:chat@redcmarketing.com)

# **9 WAYS TO DRAW YOUR READER IN**

**AND 1 WAY TO CHEAT**





# 1. SURPRISE YOUR READER

When the reader encounters your headline, chances are they're scan-reading – you don't have their complete attention. Plus, your headline is likely competing with countless other messages to get noticed.

So perhaps one of the simplest ways to attract your reader's eyeballs is to say something surprising.

Say something unexpected that jars with the reader's sense of what's conventional yet that's still relevant to your message.

## I WISH MY SON HAD CANCER

Harrison, my 6 year old, has Duchenne Muscular Dystrophy. He's one of 2,500 sufferers in the UK who'll die from it, most before they're 20. Unlike cancer, there's no cure and no treatment. And because you've never heard of it, very little funding either. My only hope is to raise as much money as possible for the research scientists. They're close to a major breakthrough. Your £5 can get them even closer.

Help us stop Duchenne for good, text 'MAKE28 £5' to 70070. Or you can donate at [harrisonsfund.com](http://harrisonsfund.com)

**harrison's fund**  
fighting duchenne muscular dystrophy



**A shocking thing to say... until you read the body copy.**

**Get your lads out for the tits**  
Free family fun days out at RSPB reserves

It's time to get back to nature. Grab the kids and pop out to any of our 139 RSPB Reserves – at no cost – and get your hands on a free guide to the nation's bird-life 'Shags, Tits and Swallows'.

Find out more at [RSPB.com/GetThemOut](http://RSPB.com/GetThemOut)



**Switching two words around turns a boorish command into a playful call-to-action.**

**HELP SAVE THE LIPSTICK**

The lipstick you love contains palm oil. Don't love lipstick? How about instant noodles / ice cream? Soap? Up to half the products in the supermarket contain this versatile oil. And it may even be powering your car. But palm oil often comes at the expense of tropical forests and the wildlife and people that live in them and even the climate. Rather than asking consumers to ditch these useful products, WWF is working to make them more environmentally friendly. Manufacturers, retailers and consumers should insist on using 100% certified sustainable palm oil. Find out more: [unseenmovie.com](http://unseenmovie.com)

**WWF**



**A familiar-looking ad, with a twist in the headline to prompt further reading.**

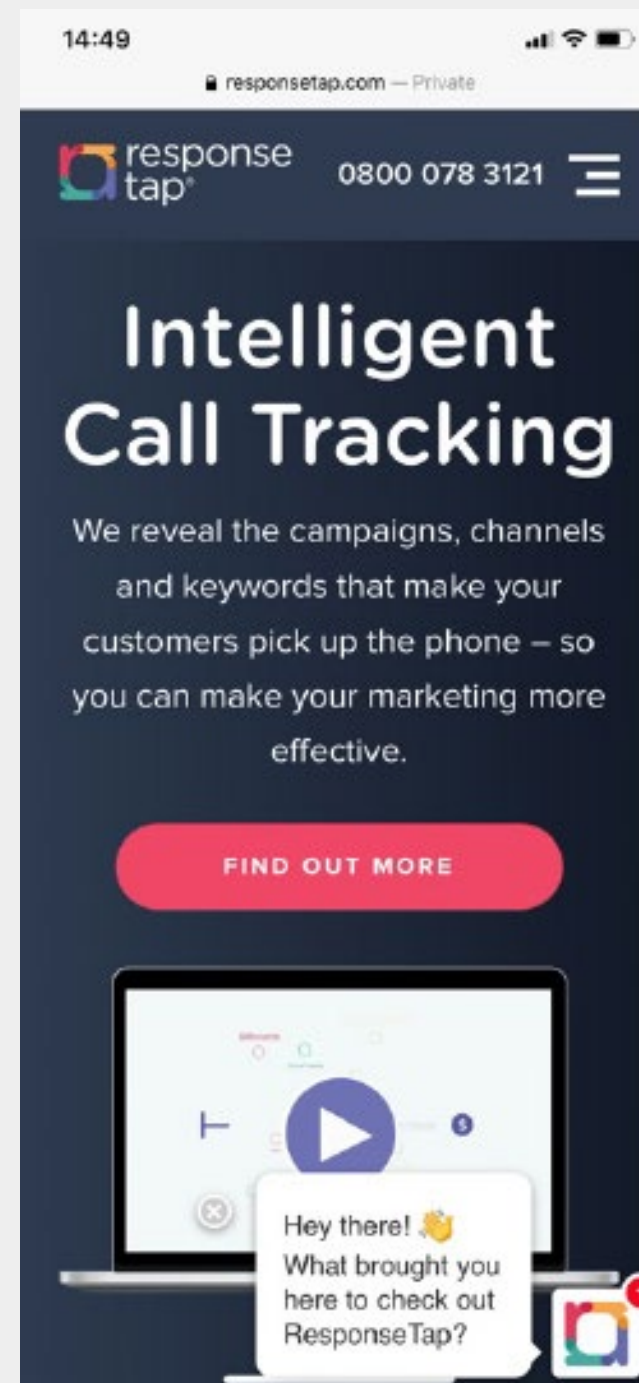


## 2. INFORM YOUR READER

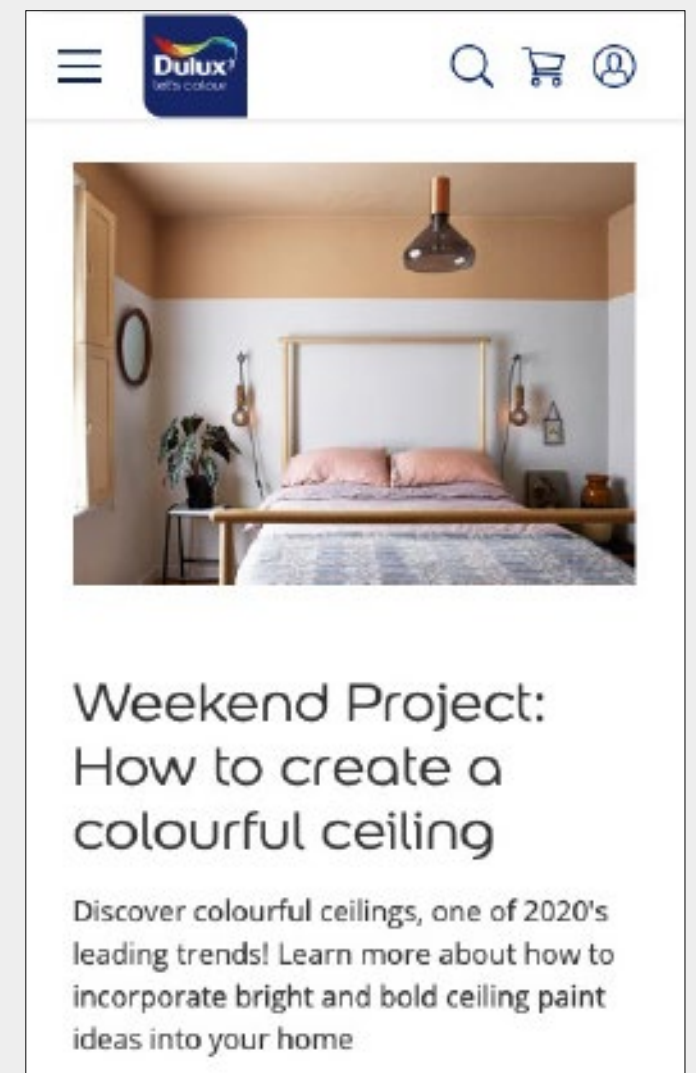
Especially online, people tend to be searching for information. So, one of your headline's most important roles is to act as a guide. Show the reader that they're in the right place and that you have the information they're looking for.



**Not imaginative but informative. The dual headline tells the reader what the product is and what it does.**



**Front-loading the headline with keywords helps to identify the prospect and says, this is for you.**



**'How to' is often what people type into Google. Used in your headline, it promises instruction and answers to the reader.**

# 3. CHALLENGE YOUR READER

When you address the reader directly with a question, it forces them to start thinking. It stops them in their tracks and invites them to consider what you're saying. It means they're immediately engaged in the topic you want to talk about. It also suggests that you already know the answer.

## Why is Car Insurance so Expensive? - MoneySuperMarket

Ad [www.moneysupermarket.com/](http://www.moneysupermarket.com/)

Compare 135 Car Insurance Quotes. You Could Save up to £280 With us!

Insurance coverage: Fully comprehensive, Third party fire & theft, Third party only, Black box insurance

### Over 50s Insurance

Over 50s Car Insurance Quotes.

Compare Quotes at MoneySuperMarket.

### New Driver Car Insurance

New Driver Car Insurance Quotes.

Compare Quotes at MoneySuperMarket.



*It's not just that the headline poses a question. It's that the reader can expect to get the answer by clicking and reading on.*

## We don't care about you.

We don't care about your pets.  
We don't care about the gossips.  
We don't care about what you wanna buy for the season.  
Your love life? Pfff... Nope.

All we care about is to make Signal more private, secure and fast with new features.

We really really really don't have time to listen to your conversations.



*The headline says the absolute opposite of what you'd expect it to say, piquing the reader's curiosity.*

Majestic Wine @majestic...

Do you think you know the answer?

New customers win a £20 voucher

The most important meal of the year, but which of these wines is NOT a great Turkey pairing?

A. Sauvignon Blanc

B. Pinot Noir

Very few get 5/5 in our Christmas quiz - will you?  
[wines.typeform.com](http://wines.typeform.com)



*Here the question challenges the reader to put their knowledge to the test. Few can resist an opportunity to demonstrate how smart they are.*



# 4. PROMISE YOUR READER A BENEFIT

No one is desperate to read your copy. You're asking for the reader's attention in exchange for something you believe will benefit them. The reader's inclination is to ask: what's in it for me? So, appeal to their self-interest by promising – or at least alluding to – a positive gain.

## Womens Shape Wear | Sculpt The Perfect Silhouette

**Ad** [www.bonprix.co.uk/](http://www.bonprix.co.uk/)

★★★★★ Rating for bonprix.co.uk: 4.6 - 1,796 reviews

Explore Our Huge Range Of **Shapewear**. Next Day Delivery Available. Order Today!  
Free Returns · Affordable Fashion · Sizes 6-32 Available · Exclusive Offers  
Brands: BPC bonprix Collection, Bodyflirt, Rainbow, John Baner Jeanswear  
Dresses Under £25 · Fashion In Sizes 6-32 · New Customers · The Elegance Collection

## Women's Shapewear | Forget The Fear.

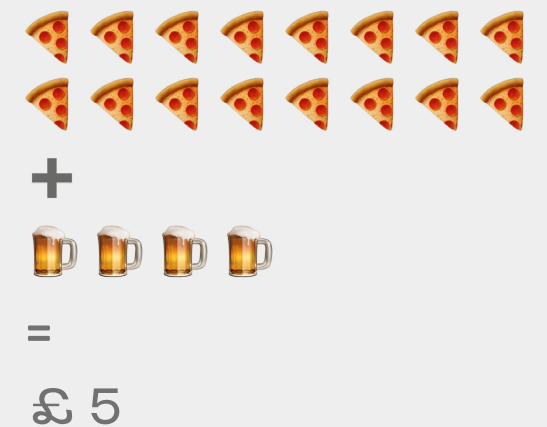
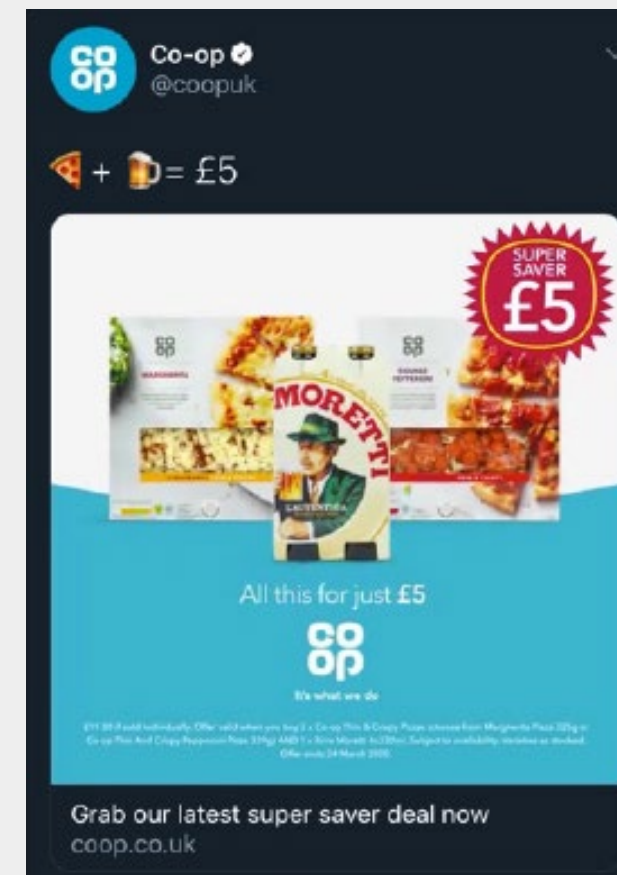
**Ad** [www.simplybe.co.uk/Women's/Shapewear](http://www.simplybe.co.uk/Women's/Shapewear)

★★★★★ Rating for simplybe.co.uk: 4.3 - 13,255 reviews

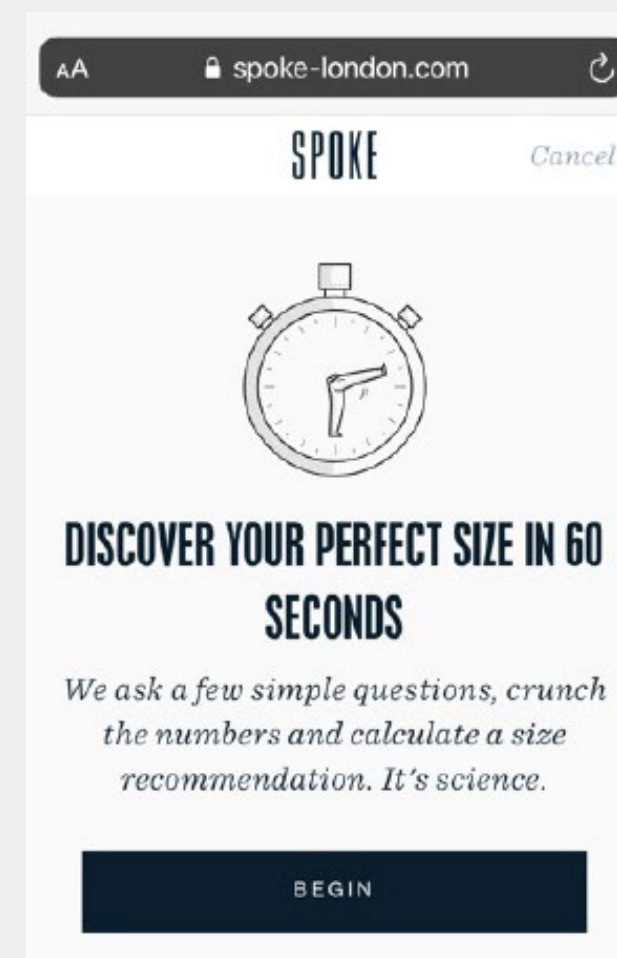
No More Squeezing In Or Spilling Out. Comfortable & Supportive Bras In 32-48 B-H  
Holiday Occasionwear · Up To 30% Off Holiday · The Must Haves · Beach To Bar Looks  
Deal: Up to 30% off Holiday Shop! · Valid May 23 - May 29



**A benefit can be a positive gain (sculpt the perfect silhouette) or the removal of something negative (forget the fear).**



**Emojis are a kind of visual language. When you substitute them for actual words you create messages that the reader can have fun figuring out.**




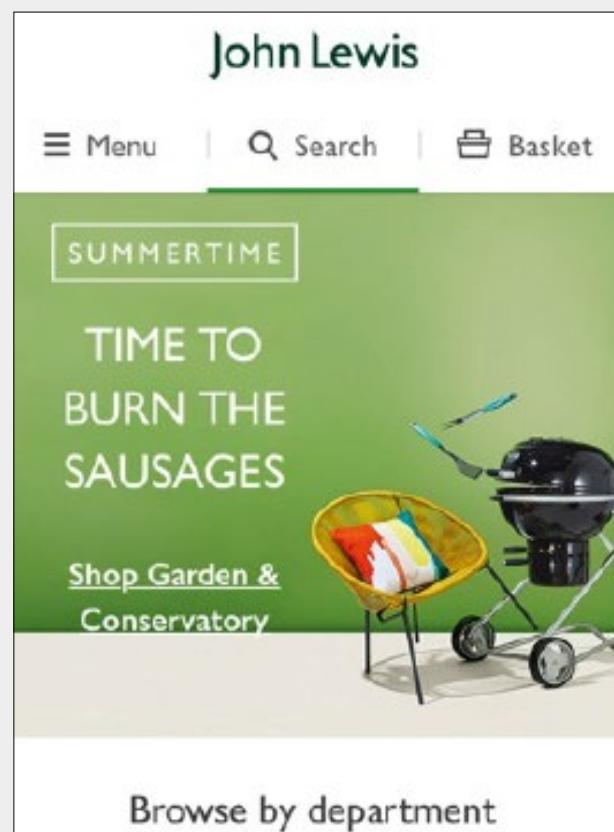
**This short headline delivers a triple-whammy: it tells the reader what to do, promises a benefit and makes it sound easy.**


# 5. RELATE TO YOUR READER

Your reader's experiences can often be a great source of headlines and messages. Put yourself in their shoes and ask, what do they already know about what I'm selling and how might they put it?



 This headline highlights the type of situation in which the brand's service might come in useful... complete with a familiar quote.



 Not the desired outcome of using the product but an empathetic message that says, we've all been there.



 The truth of the product may sound unpalatable... but maybe that's what people like about it.



 Here the brand sets itself apart from its competitors by relating to a familiar and frustrating experience.




# 6. REASSURE YOUR READER

People are naturally sceptical, especially of unsubstantiated messages made by marketers. So, see if you can demonstrate that what you are saying is true. Use specific numbers and surprising facts – it lends credibility to your message.

**RAC™ Breakdown Cover | From Just £5.50 A Month | RAC.co.uk**  
 (Ad) [www.rac.co.uk/](http://www.rac.co.uk/) ▼  
 RAC's Cheapest Price For New Vehicle Based Breakdown Membership. Buy Now!  
 Types: Roadside Assistance, National Recovery, At Home Rescue, Onward Travel, European Breakd...

**Compare the Energy Prices. | Save up to £491 at uSwitch.com**  
 (Ad) [www.uswitch.com/gas-electricity](http://www.uswitch.com/gas-electricity) ▼  
 ★★★★★ Rating for uswitch.com: 4.4 - 3,768 reviews  
 Ofgem accredited, free & informative energy comparison tool. Save in minutes.  
 Types: Gas, Electricity, Dual Fuel, Prepayment, Energy  
 uSwitch Gas & Electricity · Save up to £491 on Energy · SSE Boiler Cover - £4.95  
 Dual Fuel - up to £491.00 - saving on your bill · More ▼

 **Here the specific numbers indicate that a calculation has taken place. It says, we've worked this out, so you can believe us.**

**Naked Wines @NakedWines** ✓  
 There's 37p worth of wine in a £5 supermarket bottle. But spend £10 and you get SEVEN TIMES as much for your money.



You've been buying wine wrong this whole time. Here's why.  
[wines.typeform.com](http://wines.typeform.com)

106 227 457

 **This one has been running for years. It uses specific numbers and surprising facts to underpin its promise: you've been looking at wine all wrong.**

**OVER 50s LIFE COVER**  
**GUARANTEED ACCEPTANCE FOR**  
 Mr AB Sample  
**GET A £50 M&S GIFT CARD\* WHEN YOU TAKE OUT COVER**  
 YOUR PERSONAL QUOTE BELOW is valid until XX/XX/XX  
 JUST CALL **0800 917 1853**  
 Customer reference: RAO-123-456-789

**ROYAL LONDON**  
 Mr A B Sample, 1 Sample Street, Sampletown AB1 2CD

**OVER 50s LIFE COVER**  
**GUARANTEED ACCEPTANCE FOR**  
 Mr AB Sample  
**GET A £50 M&S GIFT CARD\* WHEN YOU TAKE OUT COVER**  
 YOUR PERSONAL QUOTE BELOW is valid until XX/XX/XX  
 JUST CALL **0800 917 1853**  
 Customer reference: RAO-123-456-789

**Protect your family and leave more than memories behind**  
 Dear Mr Sample,  
 As you are a valued customer of ours, we wanted to let you know about our Over 50s Life Cover... and a special offer that you are entitled to, a £50 M&S gift card! Thinking about what will happen when you die is not the nicest of topics, but it could help your family in the future.  
 Could your family find <£X,XXX> in a hurry?  
 Did you know that the average cost of a cremation in your region was £XXXX in 2015. This is an increase of £XXX in just one year! It's not a burden you want to leave to your family when you've gone. Take a look at your personal quote below and see how you could protect your loved ones from this expense.

**5 GREAT REASONS TO CHOOSE US**  
 1. **Guaranteed acceptance** We won't pry into your health. If you're a 60-80 year old UK resident, you're in.  
 2. **Greatest value cover** From as little as 15p a day.  
 3. **Bigger payouts** 95% of the time we pay out more than SunLife at 13th June 2016.\*  
 4. **Full cover after 1 year** We will pay out the full amount of money if you die after only a year.  
 5. **Fairer cover** If you stop paying your family could still get some money.  
 6. **What you'll find in this pack...**

**YOUR PERSONAL QUOTE**  

MR. A B SAMPLE	Your example monthly payment when you die (inc. aged XX)	Amount of money when you die (inc. aged XX)
Current age: XX		
Quote valid until: Xth Month 2016		
£3.95	£XXXX	
You can choose any monthly payment between £3.95 and £100. Some examples are listed here. If you'd like to pay a different amount, call 0800 917 1853 and mention SL2607		
£5	£XXXX	
£10	£XXXX	
£20	£XXXX	
£30	£XXXX	
£50	£XXXX	

**Plan ahead and help lift the financial burden from your family**  
 Taking out our cover is simple, payment is flexible and you can relax knowing you have helped to make a difficult time easier for your loved ones. Please see the important things to know section overlaid for more information.

Yours sincerely  
 Katherine Marr  
 Over 50s Team

**PS. Friends can be expensive, so our plan is designed to help give you peace of mind.**  
 \*Based on SunLife National Funeral Costs Index 2015.  
 \*\*Call 0800 917 1853 to talk to a UK-based expert, 7 days a week: Mon-Fri 9am - 7pm, Sat 9am - 4pm, Sun 10am - 4pm. All calls are free from UK landlines and mobiles.  
 \*\*\*Complete and post the attached application form in the enclosed pre-paid (no stamp needed) envelope.  
 \*\*\*\*Or buy online at [royallondon.com/fairminded](http://royallondon.com/fairminded)

Royal London, PO Box 409, Royal London House, Alderley Road, Wilmslow SK9 0EG

**OVER 50s LIFE COVER**  
**GUARANTEED ACCEPTANCE FOR**  
 Mr AB Sample  
**GET A £50 M&S GIFT CARD\* WHEN YOU TAKE OUT COVER**  
 YOUR PERSONAL QUOTE BELOW is valid until XX/XX/XX  
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 Customer reference: RAO-123-456-789

**ROYAL LONDON**  
 Mr A B Sample, 1 Sample Street, Sampletown AB1 2CD

**OVER 50s LIFE COVER**  
**GUARANTEED ACCEPTANCE FOR**  
 Mr AB Sample  
**GET A £50 M&S GIFT CARD\* WHEN YOU TAKE OUT COVER**  
 YOUR PERSONAL QUOTE BELOW is valid until XX/XX/XX  
 JUST CALL **0800 917 1853**  
 Customer reference: RAO-123-456-789

**Did you realise that the real cost of a funeral could reach as much as this?**  
 Dear Mr Sample  
 It's true. According to our National Funeral Costs Index 2016, the average cost of a basic cremation funeral in England was £XXXX. Yet when you add the cost of things like venue hire, catering, a memorial etc, the total bill could rise to £XXXX. Sadly, many families struggle to afford it. Which is why I wanted to tell you about our Over 50s Life Cover. It's a simple way to leave your loved ones money when you die, to help pay for your funeral, or leave as a gift. Plus, right now it comes with a £50 M&S gift card\* when you make your first four monthly payments - a thank you to Royal London customers for taking out cover.  
 Could your family bear the financial burden?  
 There's never going to be a good time to get a bill for thousands of pounds - and especially not so soon after the death of a loved one. If you're worried that your family might struggle to find the kind of money needed, why not take control today and help give yourself peace of mind. Consider an Over 50s Life Cover policy to help cover those final costs, lift the financial burden - and leave your family without the worry.

**HERE'S HOW IT BREAKS DOWN**  
 Based on our National Funeral Costs Index 2016

£3,236	Cremation
£872	Memorial
£368	Catering
£310	Venue Hire
£290	Limo Hire
£139	Flowers
£75	Funeral Notice
£64	Obituary
£57	Order sheets

**PERSONAL QUOTE FOR MR. A B SAMPLE**  
 Quote reference: ABC123  
 Quote valid until: XX December 2017  
 You can choose any monthly payment between £3.95 and £100. Some examples are listed here. If you'd like to pay a different amount, call 0800 917 2036 and mention CSZ703

Your example monthly payment	Amount of money when you die aged XX
£99	£XXXX
£90	£XXXX
£80	£XXXX
£70	£XXXX
£65	£XXXX
£3.95	£XXXX

Continued overlaid →


**Call FREE on 0800 917 2036**  
 To talk to a UK-based expert, 7 days a week: Mon-Fri 9am - 7pm, Sat 9am - 4pm, Sun 10am - 4pm. All calls are free from UK landlines and mobiles.  
**Complete and post** the attached application form in the enclosed pre-paid (no stamp needed) envelope.  
**Or buy online at [royallondon.com/better](http://royallondon.com/better)**

**defacto**  
 5 STAR COVER  
 Defacto awarded top 5 star rating for our Over 50s Life Cover.

**Call FREE on 0800 917 2036**  
 To talk to a UK-based expert, 7 days a week: Mon-Fri 9am - 7pm, Sat 9am - 4pm, Sun 10am - 4pm. All calls are free from UK landlines and mobiles.  
**Complete and post** the attached application form in the enclosed pre-paid (no stamp needed) envelope.  
**Or buy online at [royallondon.com/better](http://royallondon.com/better)**

**IMPORTANT THINGS TO KNOW**  
 There are a few things you need to know before you buy. We've summarised them here:  
 1. As our Over 50s policy only pays out on your death - it can't be cashed in at any time.  
 2. With us you pay to the policy anniversary date after you turn 90, or until you die, whichever comes first. Either way, you're covered for life.  
 3. If you stop making payments before you've halfway through your payment term, your cover will end and you'll get nothing back. If you stop after halfway, your family will get some money when you die.  
 4. From the first day you hold a policy with us you are covered for accidental death. Should you die in an unfortunate accident which is covered under the policy, we will pay the full amount of money. If you die from natural causes in the first year, we will pay one and a half times the payments you have made.  
 5. You could pay more in than the money paid out when you die.  
 6. Over time, inflation will reduce the buying power of the amount of money you are covered for.

Royal London, PO Box 409, Royal London House, Alderley Road, Wilmslow SK9 0EG  
 The Royal London Group consists of The Royal London Mutual Insurance Society Limited and its subsidiaries. The Royal London Mutual Insurance Society Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. The terms on the Financial Services Register, registered number 1101212. Registered in England and Wales number 30554. Registered office: 25 Gresham Street, London EC2R 8DP.  
 Funeral Benefit Option is not regulated by the Financial Conduct Authority.  
 Royal and a CDD-000-000 DML: ETS/CSCZ703

 **Here we used specific numbers to surprise the reader with an expense they maybe hadn't considered – giving them a reason to act.**

**Professional Email Marketing - No Tech Skill Needed.**  
 (Ad) [www.constantcontact.com/Email\\_Marketing](http://www.constantcontact.com/Email_Marketing) ▼  
 Create Stunning Newsletters in Minutes and Get More Business. Try Free.  
 Types: List Growth Tools, Custom Templates, Contact Management, Image Library  
 Services: Design Services, Marketing Services, Local Training  
 Ready to Buy? · Free Trial · Email Templates · Email Marketing Works · Tracking & Reporting


**4K TV Range at Argos - Spread The Cost of a TV - argos.co.uk**  
 (Ad) [www.argos.co.uk/](http://www.argos.co.uk/) ▼  
 Buy Now, Pay up to 6 Months Later with the Argos Card. Rep 29.9% APR Variable  
 Over 700 Stores. - Same Day Delivery · Free Click & Collect · Great Deals & Low Prices  
 Ratings: Quality 9.5/10 - Selection 9.5/10 - Website 9/10 - Delivery 9/10 - Prices 9/10 - Returns 9/10  
 Buy Chromecast at Argos · TV Stands at Argos · Buy Samsung TVs at Argos · Buy LG TVs at Argos  
 Bolton - 0345 165 7772 - Open today · 9:00 AM – 8:00 PM ▼

 **As these two PPC headlines demonstrate, you can win over your readers by overcoming their objections.**



# 7. PIQUE YOUR READER'S CURIOSITY

Humans are innately curious and attracted to anything that's new or novel. Piquing the reader's curiosity taps into that desire to find out more. The trick is to say just enough to whet the reader's appetite.

 **B2B marketing can often be overly serious and... well... dull. We injected some intrigue into this hugely successful mailing to encourage more opens.**


Return Address: ResponseTap, 8 Exchange Quay, Salford Quays, Manchester M5 2EJ.

Mrs AB Sample  
1 Sample Street  
Sample Town  
Sampleshire  
SA1 1SA

Knock-knock,

Sorry to disturb, but opportunity knocks.



 **Everybody likes the idea of being in on a secret. Here, there's a sense of something unpleasant about to be revealed, which makes it all the more compelling.**

<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	How Claude The Wizard broke the rules - >> Can you spot Mr. Hopkins' secret sauce? ...
<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	If it worked for Dracula maybe it'll work for you - Monday. Drayton, Does it feel like a h...
<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	A french tour of the old buzzard - Best, Drayton PS Know anyone who'd appreciate my...
<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	Two excellent, funny Cary Grant jokes. - >> Plus an awful warning about getting old. ...
<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	A good ol' fashioned media swindle - or present day stupidity - >> Which works better...
<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	Selling advice on any damn thing you care to mention - /25823319/5977c10b64796...
<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	What to do when you have a flop - /25804623/da865bc0090d9a2c Drayton Bird Ass...
<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	3 keys to success: are you missing this vital one? - /25790617/7a006435e73e1431...
<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	This never fails. Have a look and you'll see why - /25778087/8cbd5b4b459dc9c3 Dr...
<input type="checkbox"/>	☆	👉	Drayton Bird	Inbox	Here's a kindly suggestion from Scrooge. - and a damn sight better new year than t...

 **Many of Copywriter Drayton Bird's subject lines often include what he terms an element of 'story' to them, to help pique the reader's interest.**

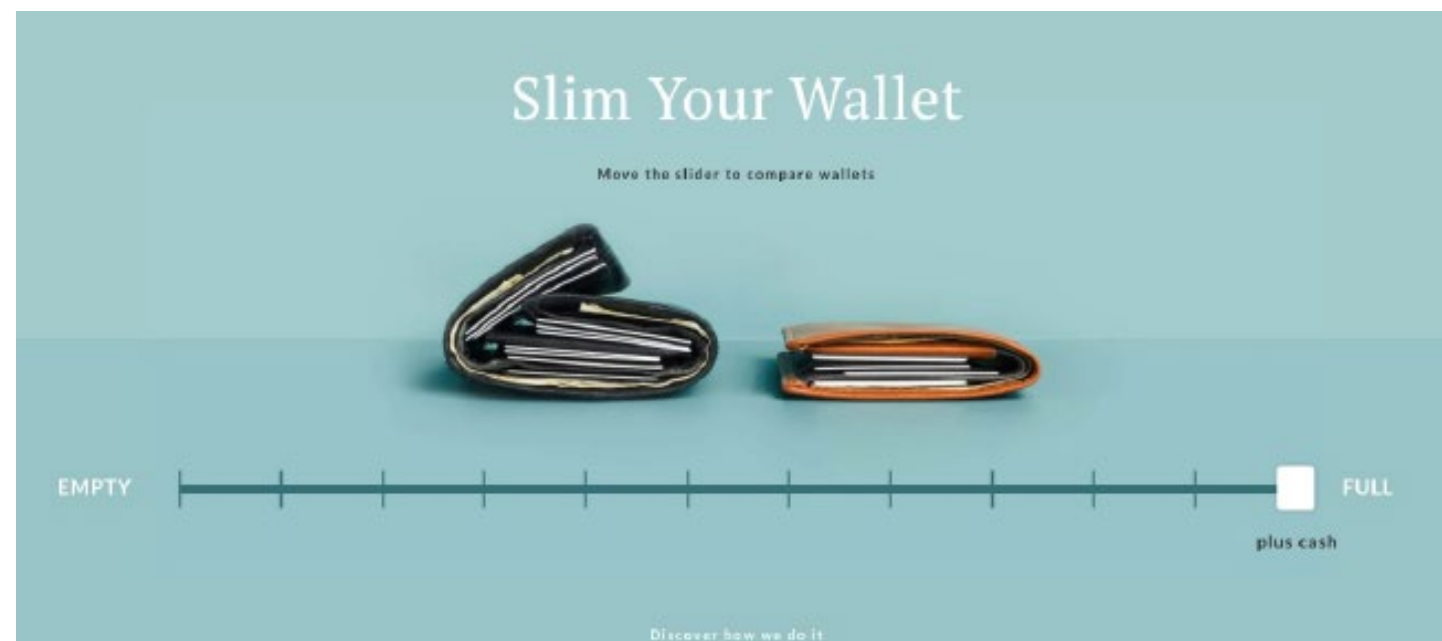


# 8. COMMAND YOUR READER

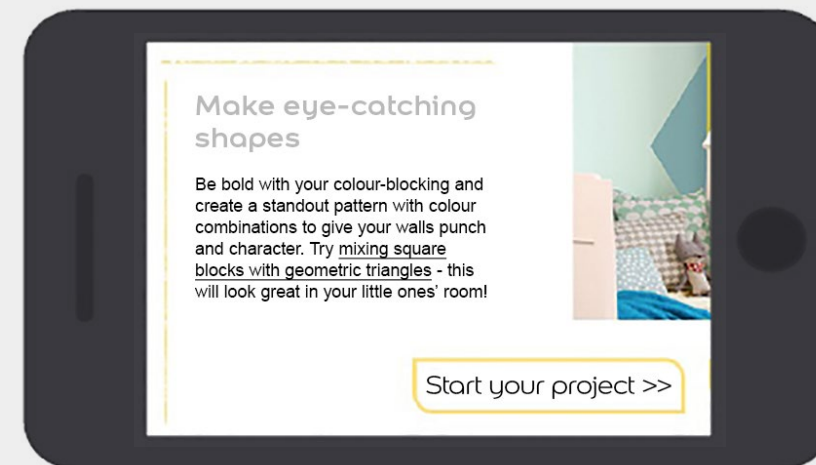
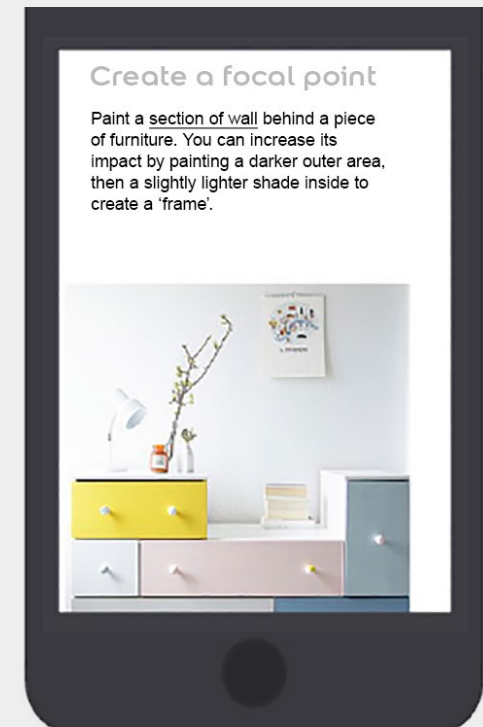
People are busy so telling them exactly what you want them to do ensures you get straight to the point without wasting anyone's time. What's more, people will always respond better if what you propose is quick and easy to do.



***This headline directs the reader to take action. Calling it a quiz makes it sound like it will be effortless fun.***



***Commands the reader to interact with the website and in doing so, demonstrates the core product benefit.***




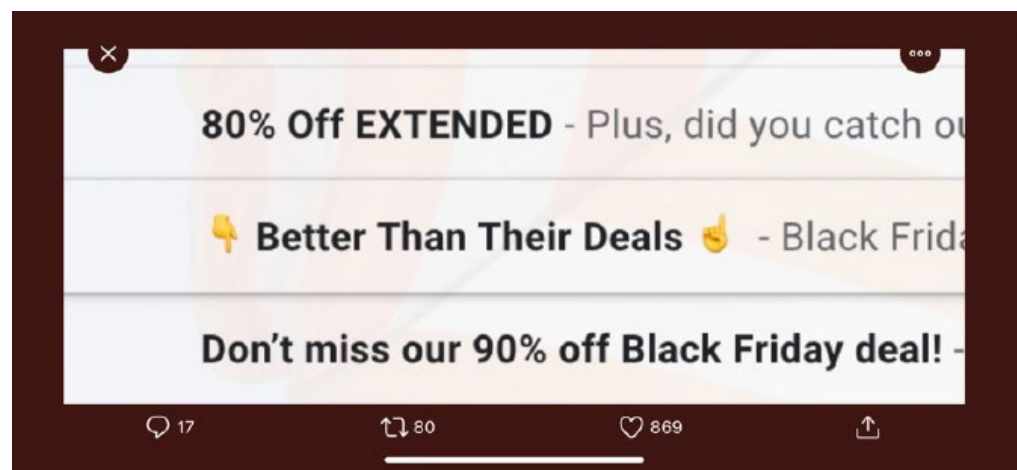
***Here we used simple instructional headlines that hint at the beautiful results the reader can expect to achieve.***

# 9. INVOLVE YOUR READER

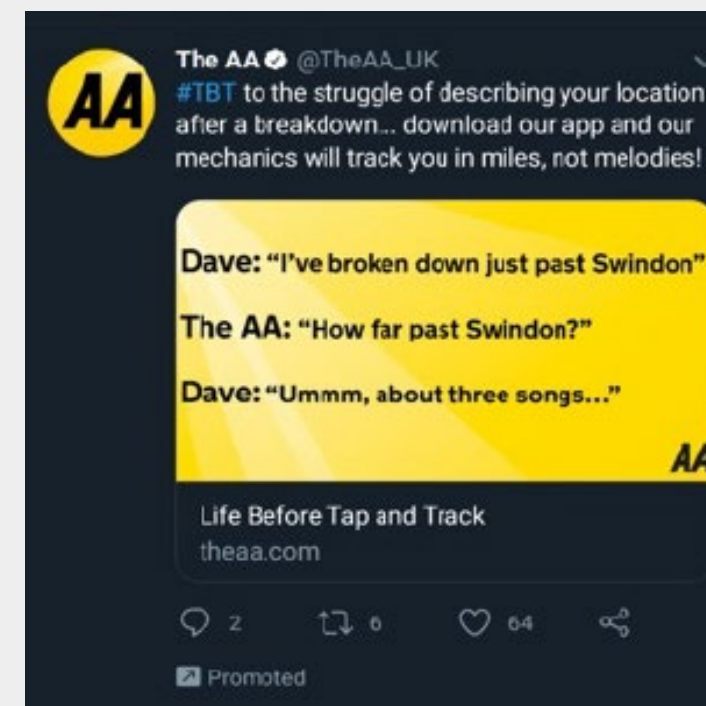
Encouraging the reader to 'fill in the blanks' means they're instantly engaged with your message, and it can raise a smile too. The reader gets a sense of satisfaction, and this helps them warm to your brand.




 **The headline assumes that the reader is familiar with the song. And when the reader completes the lyric by describing the image, it's funny.**



 **This cute headline cleverly uses context to ensure that the brand's Black Friday promo stands out amongst all the others.**



 **Dramatising the solution helps the reader to visualise your message... dramatising the problem can be equally effective.**



# IF YOU GET STUCK... **CHEAT!**

Magazines, blogs, online videos, newspapers... every publisher relies on its ability to attract eyeballs and keep people reading to make money.

So, look at the biggest publishers out there and ask... How do they do it?

Here is a selection of headlines from the BBC News website... How many techniques can you spot?

**HOW AN 11-YEAR-OLD CAME  
TO SWIM THE CHANNEL**

**WHY YOUR HOUSE IS FULL  
OF SEX-CRAZED SPIDERS**

**MY FIANCÉ SEEMED PERFECT -  
BUT HE WANTED TO  
CONTROL ME**

**IS AMERICAN CHEESE  
REALLY THAT BAD?**

**HOW THE COFFEE CRISIS  
COULD AFFECT YOU**

# HOW WE WENT 'A BIT DAILY MAIL' FOR SWINTON INSURANCE

When Swinton Insurance asked Red C to boost the response rate of their emails, we turned to the nation's favourite website, Daily Mail online.

We looked at what this mega-publisher was doing to keep people reading about motoring... and we stole it!

Not word for word, of course.


We identified the headline technique and topics that we felt would keep people reading and rewrote a lot of content.

We then tested subject lines to see what would keep people reading.

**The result was a 65% uplift in response and many new policies sold.**

Subject line: **Should older drivers face new hurdles to keep their license?**


**ON THE ROAD**



**Whose right of way is it anyway?**

So, you think you know your highway code? Then we challenge you to put your knowledge to the test with what the internet is deeming one of the toughest driving quiz questions yet...

[Put me to the test >](#)



**Driving in old age: is it dangerous?**

69% of the public believe older drivers should resit their test. But do older drivers actually cause more accidents – or are they being unfairly stigmatised?

[Reveal the truth >](#)

Subject line: **Have you broken one of these 10 driving laws?** 🚔

**10 driving laws you may have broken**


With so many UK driving laws, it can be easy to lose track. Here are some common driving laws you may have broken without realising.

[Find out more >](#)



Subject line: **Easy=fix MOT failures that cost you £££s** 💰


**ON THE ROAD**



**Broken down on a smart motorway... would you know what to do?**

We've got the low down on what to do in all breakdown scenarios, so you can be prepared for the unexpected.

[Read our tips >](#)



**WHAT! How many MOT failures could be avoided?!**

A staggering 50% of MOT failures could have been avoided by doing regular, simple maintenance. We're giving you tips so your car isn't one of them.

[Discover how >](#)

Subject line: **Do speed cameras actually give you 10% leeway?** 🤔



**Common car myths, DEBUNKED...**

Do speed cameras have a 10% tolerance? Is it illegal to drive with snow on your roof? We're busting common car myths to clear up any confusion.

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# ARE YOUR COMMS MAGNETIC ENOUGH?

We use magnetic words to drive more clicks and conversions for our clients. If your comms aren't delivering what you need, then we'd love to arrange a chat.

**0161 872 1361 | [chat@redcmarketing.com](mailto:chat@redcmarketing.com)**

