



Benefits

- Short text elements keep your reader's involved
- Balances the text to the right
- Provides important details
- Easy for you to prepare
- Few words needed

Examples

1. books
  - Recommended
  - Featured
2. Charts and graphs
3. Examples
  - Text
  - Visuals
  - Typefaces
4. Glossary of important terms
5. Hints and suggestions
6. Interview
  - One or more questions and answers
7. Profiles
  - Case studies
8. Pull quotes
9. Questions to ask
10. URLs
  - Recommended
  - Featured

Tips

- Associate with adjacent text
- Formatting consistency
- Background fills
- Text formatting

Call to action

Content catalyst