

CHECKLIST ATTENTION MARKERS

1. Headlines as banners
2. Headlines in text
3. Other text methods of emphasis - italics, bold, underlining

Note: these are the only and preferred text emphasis we recommend. Do not change fonts constantly

4. Key words.
5. Catch words
6. Synopses
7. Summaries
8. Pictures that are humorous
9. Pictures that are informative
10. Photographic images
11. Posters

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