

**** The Incredible, Edible Subhead ****

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**100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

**** The Incredible, Edible Subhead ****

By Alexandria K. Brown

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Of course you're familiar with using *headlines* to call attention to Web copy, brochures, articles, or documents. But *subheads* can be just as effective in bringing out key points for your readers. And they also help make any document easier to read, because they break up long blocks of text into easy-to-digest bits. (Hence my "edible" title. Hmm.)

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Subheads are generally viewed as goodwill gestures toward your readers, since they're most often used to divide lengthy articles into logical breaks. They may indicate a change of topic or simply break up a mass of type. Placing subheads every four paragraphs or so allows readers to skim through your article or document and skip sections without losing their train of thought.

The next time you flip through any magazine, notice how its editors use subheads throughout the longer articles. Readers are very averse to reading large blocks of text, so subheads break it all up into bite-size chunks.

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Because subheads catch readers' eyes, you should use them to your benefit! Read through your document or

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article for your main promotional points, then summarize the ideas as subheads. This way your readers absorb your main points in just a few seconds by skimming through all the copy.

For best results, subheads should *not* read like a table of contents. To make your subheads engaging, it's important to include action or selling elements.

BORING SUBHEADS: "Our Story," "50 Years in the Business," "Our Department's Success"

ENGAGING SUBHEADS: "Five Clients Who Saved \$10K With Us," "The Most Creative Solutions in the Industry," "Let Us Do All the Work for You!"

BONUS TIP: These types of subheads also work wonderfully for *sales letters* and *proposals*. Experiment the next time you compose a long letter ---- try looking at it both with and without subheads. You'll definitely see the difference!

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When you're writing copy to be posted online ---- either in an e-mail or on a Web site ---- it's even more crucial to use subheads! People don't like to spend a lot of time reading online ---- it strains the eyes. Subheads help readers skim over your main points and pick up your ideas quickly. And if they're looking for a particular piece of information, subheads help them locate it faster.

If you're writing an e-mail that's longer than one screen length, try inserting subheads every two or three paragraphs, if appropriate. It only takes a minute, it helps you organize your information, and your readers will love you for it!

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Even if your document is a white paper that's about as exciting as white rice, don't be afraid of using "sum-it-all-up" subheads to retain the reader's interest and break up the copy. Remember, you want

people to be drawn to reading your master– piece ----
especially when it's a formal document!

Examples: "Great Forecasts for Next Quarter,"
"Improvements Needed in Management," and "30% Sales
Increase Forecasted."

So consider subheads your new best friend ---- whether
you're writing an e–mail, Web copy, brochure, or
report!

Alexandria K. Brown, "The E–zine Queen," is author of "Boost Business With Your Own E–zine." Sign
up for her FREE newsletter that shows e–zine publishers how to write irresistible content, promote their

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Eating Edible Flowers

By Amanda Baker

After a family member's recent stay in the hospital, you find yourself with a whole houseful of flowers. You've heard of using flowers to decorate dishes or for use in recipes. However, before you go plucking the petals off the flowers in those arrangements, there are a few things that you need to know.

Flowers that are said to be edible are only edible if they are either grown organically or treated with organic pesticides like those used on fruits or vegetables. Flowers that are from florists, nurseries or garden centers are grown for decoration only. They're usually chemically treated either by fertilizers or pesticides. They aren't safe to be eaten unless you know for certain that they've been maintained organically. Do not eat flowers growing on the side of the road! The chemicals used to maintain roadside conditions are deadly and the emissions from cars contaminate the flowers growing there. Your safest method is to grow the flowers yourself, so that you know with a complete certainty what's gone into growing the flowers.

Although a flower may be edible, it may not be palatable to some people's tastes. What might taste good to you may not taste even slightly appealing to someone close to you. Also keep individual allergies in mind before testing out a recipe. A little consideration goes a long, long way and could save you a trip to the hospital.

Before cooking with or eating edible flowers, remember to only eat the petals. The pistils and stamens of a flower should not be consumed. Until you've tested the effects of a single flower, it's best not to ingest large quantities of any blossom, no matter how safe it may seem at the time.

Some of the most common flowers said to be edible are apple blossoms, carnations, chrysanthemums,

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dandelions, geraniums, marigolds, honeysuckle, pansies, tulips – even lilies and roses! There are so many more edible flowers out there, and recipes are available all over the internet. There are also cookbooks devoted solely to using these beautiful blooms.

So, the next time you've got some freshly cut flowers serving as a centerpiece for your company, you might want to reach up and have a little snack – as long as no one is watching!

Amanda Baker writes for All Things Pondered:



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