

# Using Markdown Scripting

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## Overview

ServiceMinder supports core Markdown syntax for styling content used across the platform — from proposal descriptions to automated emails and ad hoc templates. You can use headings, emphasis, lists, links, images, and more to ensure your content is easy to read and professional.

Markdown scripting in ServiceMinder allows you to create clear, styled content for email templates, proposals, ad hoc forms, and other internal communications. While the syntax aligns with standard Markdown, this guide highlights how to use it most effectively within the ServiceMinder platform.

### Where Markdown is used in ServiceMinder:

- Proposal and invoice templates
- Email templates (automated & ad hoc)
- Text message templates (with some limitations)
- Ad hoc forms
- Service descriptions and internal documentation

## Basic Markdown Syntax

### Headings

- To create headings, use number signs (#).
- The number of #'s corresponds to the heading level
- You can also underline with equals signs to create H1 and H2 level headers.

Markdown	Result
# Heading OR Heading One =====	Heading
## Heading OR Heading Two -----	Heading
### Heading	Heading

### Bold, Italics, and Highlight

- Use two asterisks (\*\*) or two underscores for bold (\_\_)
- Use one asterisk (\*) or one underscore (\_) for italics
- Use two equals signs (==) for highlights

Markdown	Result
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Markdown	Result
I just love <b>bold text</b> . I just love <i>bold text</i> .	I just love <b>bold text</b> .
I just <i>love</i> bold text. I just <i>love</i> <i>bold text</i> .	I just <i>love</i> bold text.
Bold and italic is <i><b>even better</b></i> !	Bold and italic is <i><b>even better</b></i> !
==Here is a highlight.==	Here's a highlight.

## Lists:

- Use numbers for ordered lists
- Use a dash (-) or plus sign (+) for unordered lists.

Markdown	Result
1. First item 2. Second item 3. Third item 4. Fourth item	1. First item 2. Second item 3. Third item 4. Fourth item
- First item - Second item - Third item - Fourth item	<ul style="list-style-type: none"> <li>• First item</li> <li>• Second item</li> <li>• Third item</li> <li>• Fourth item</li> </ul>
- First item - Second item - Third item - Indented item - Indented item - Fourth item	<ul style="list-style-type: none"> <li>• First item</li> <li>• Second item</li> <li>• Third item <ul style="list-style-type: none"> <li>◦ Indented item</li> <li>◦ Indented item</li> </ul> </li> <li>• Fourth item</li> </ul>
+ First item + Second item + Third item + Fourth item	<ul style="list-style-type: none"> <li>• First item</li> <li>• Second item</li> <li>• Third item</li> <li>• Fourth item</li> </ul>

## Links

- To create a link, enclose the link text in brackets and then follow it immediately with the URL in parentheses:

```
[Click here to learn more!](https://serviceminder.com)
```

## Images:

- Use `![alt text](URL)` to add images.

```
![ServiceMinder Logo](https://example.com/logo.png)
```



You can find the URL for any image uploaded to serviceminder by clicking the link icon on that image thumbnail:



## Spacing

- For single spacing lines, hitting Enter on its own to start a new line won't work - which is a little confusing!
- Instead, put **two spaces** at the end of each line that you would like single-spaced, then hit Enter.
- To start new paragraphs, hit Enter twice

Markdown	Result
I really like using Markdown. <i>(hit enter twice here)</i> I think I'll use it to format all of my documents from now on.	I really like using Markdown.  I think I'll use it to format all of my documents from now on.
This is the first line. << <i>two spaces here</i> And this is the second line.	This is the first line. And this is the second line.



For a more in-depth guide to general Markdown Syntax, view this resource [HERE](#).