There are various ways to put HTML like formatting in your PDF document. See the contents of the layout.xml and data.xml.

Text and markup from the CDATA section (with sd:decode-html()):

A *wonderful* serenity has **taken possession** of my entire soul,
- like these
- sweet mornings
- of spring
- which I enjoy

& # \ { } %

Text and markup from the data file:

A *wonderful* serenity has **taken possession** of my entire soul,
- like these
- sweet mornings
- of spring
- which I enjoy

& # \ { } %

Text and markup from the layout file:

A *wonderful* serenity has **taken possession** of my entire soul,
- like these
- sweet mornings
- of spring
- which I enjoy

& # \ { } %

Text and markup as HTML in the layout file:

A *wonderful* serenity has **taken possession** of my entire soul,
- like these
- sweet mornings
- of spring
- which I enjoy

& # \ { } %