

# Psychamine™ Structure

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▫ **Dear Constituent,**

▫ **Intro**

- funnel from outside OR
- funnel from inside
- thesis: “There are four options...”

▫ **Least fave:** \_\_\_\_\_

- Show you understand the side: “Some people say...”
- Show why you disagree with this side
- Include correctly formatted quote somewhere in this section

▫ **Next fave:** \_\_\_\_\_

- Show you understand the side: “Some people say...”
- Show why you disagree with this side
- Include correctly formatted quote somewhere in this section

▫ **Almost fave:** \_\_\_\_\_

- Show you understand the side: “Some people say...”
- Show why you disagree with this side
- Include correctly formatted quote somewhere in this section

▫ **Fave:** \_\_\_\_\_

- Show you understand the side: “Some people say...”
- Show you understand people’s objection to this side
- Explain your “rebuttal” to their objections
- Include correctly formatted quote somewhere in this section

▫ **Conclude**

- Make sure they understand clearly which side you’ve chosen, and summarize the major reasons the others aren’t so good.
- Ask that they understand even if they disagree.