*Preliminary notes:* \* Example principle: [Put your target in a decision dilemma](https://github.com/BeautifulTrouble/Beautiful-Rising-Content/blob/master/principles/principle-put-your-target-in-a-decision-dilemma.md). \* For more inspiration, here are some example principles from Beautiful Trouble: [Choose tactics that support your strategy](http://beautifultrouble.org/principle/choose-tactics-that-support-your-strategy/), [Simple rules can have grand results](http://beautifultrouble.org/principle/simple-rules-can-have-grand-results/), and [Shift the spectrum of allies](http://beautifultrouble.org/principle/shift-the-spectrum-of-allies/). \* Many questions may be answered in the [style guide](https://github.com/BeautifulTrouble/Beautiful-Rising-Content/blob/master/style-guide.md).

# PRINCIPLE: [Title] [Title of principle, phrased in the imperative, e.g.: ”Take direction from the most impacted,” or as a law, e.g. “Less is more.”]

#### In sum:

[A one- or two-line summary of the principle.]

#### [Optional] Epigraph:

[A short, relevant quote.]

#### Body:

[500-word max write-up explaining this tried-and-true approach to creative action design. NOTE: Some of the best principles are much shorter than 500 words!]

#### [Optional] Potential pitfalls/How the opposite is equally true:

[Brief write-up.]

#### Related TACTICS:

[Simple list of related tactics. Draw from the master list of tactics. If your preferred tactics are not on the list, check in w/ editors, and we might add them.]

#### Related PRINCIPLES:

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[Simple list of relevant practitioners. Key practitioners are being briefly profiled in the book here. If your practitioners are not on this list, please add them here.]

#### Learn more:

[Links to particularly relevant content offline and online.]

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