PRIORS

- know your parameters
- Cromwell's Rule
- transformations to achieve bounds (often)
- variance parameters
  - inverse - Gamma X
  - parameter - expanded (cauchy/t)
  - half - t/Cauchy
  - multivariate
    - param - exp Wishart
    - LKJ
    - separate correlations and std devs
- prior pred sims
- improper vs weak vs regularizing/shrinking/ vs non-neutral
                              neutral   (McCarthy)

- reparametrizations
        (R0/r) OR   aux priors
                  (init conditions)

- avoid bad tails
        (flatness)

- power-exponential