

4) Include quote that expresses values to talk about what's at stake, and why the action is urgent and important.	
5) Write some history of the conflict for context.	
6) Make up a quote that you imagine the villain would say to advance their position.	
7) Restate the solution in response to the villains, and write about what's next for the heroes in response to these challenges.	
8) Conclude with a quote from the heroes that re-states what's at stake and tells people how they can get involved.	