

Crafting a Laser Talk

Using the E.P.I.C Format



A **laser talk** is a short, compelling pitch you can use as a starting point to educate and influence someone to take action on an issue.

The acronym, E.P.I.C., can help you remember the basic format you can use to create and deliver a compelling laser talk. The letters stand for:

- **E is for Engage the audience** – This is the hook to get your listener’s attention with a dramatic fact or short personal statement.
- **P is for state the Problem** – This is where you introduce the problem and the impact the problem has on you, your community or the world.
- **I is for Inform on the solution** – This is where you inform your listener about your proposed solution to the problem. Providing examples of how this approach has been successful in the past is a great addition to your talk.
- **C is for Call to action** – This is the closing to your pitch and wraps up all of your points into one actionable request for the listener.

Remember, this model is only a starting point. Be sure to follow up with more information and evidence supporting your points, and adapt your laser talk to reflect your own experiences and what you know will connect best with your audience while being concise. That is what makes a powerful laser talk!

Use the template below to plan your own laser talk using the E.P.I.C. model.

Engage your audience

Who is your member of Congress? What do you know about them and their values? What connections exist between you, the issue and your listener?

Example: [Child poverty more than doubled last year](#) due to policies like the expanded monthly Child Tax Credit payments ending, the largest increase in child poverty on record.

State the Problem

What is the issue you want addressed? Why is this issue important? What impact does the issue have on you or your community? What facts can you share?

Example: Under current law, [19 million children](#) live in homes that do not receive the full benefit of the CTC. And right now, there is no Child Tax Credit provided to families earning under \$2,500 per year, while families making as much as \$400,000 receive the full credit. This shows how out of touch the current CTC is with families earning lower wages.

Inform on the solution

What is the solution to the problem? What examples do you have to prove the solution works?

Example: With rising costs of rent and childcare, the monthly CTC payments made a big difference in my family's ability to make ends meet, covering bills and food. Every family deserves to receive those same benefits, especially those in the lowest-income families.

Call to action

What do you want your listener to do next? This should be a yes or no question.

Example: Will you speak to your colleagues on the Ways and Means Committee or Senate Finance Committee about expanding the CTC so that more working families with low incomes receive the full benefit?

