

Develop your 1 minute EPIC message.

E Engage	ENGAGE YOUR AUDIENCE Get your listener's attention with a dramatic fact or short statement. Keep this opening statement to one sentence if possible.
P Problem	STATE THE PROBLEM Present causes of the problem you introduced in the first section. How widespread or serious is the problem?
I Inform	INFORM ON THE SOLUTION Inform the listener about a solution to the problem you just presented.
C Call to Action	CALL TO ACTION Once you've engaged your listener, presented the problem and told them about a solution, be specific about what you want them to do. This enables you to follow up to learn if they've taken this action. Present this action in the form of a 'yes or no' question.



This information has is taken from the [Sport for Development and Peace Youth Advocacy Toolkit](#) the full pdf has further details