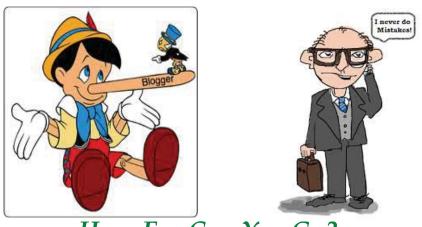
# OPENING STATEMENTS AND CLOSING ARGUMENTS



How Far Can You Go?

By: Frank Guerra, IV
Alex Work

# WATTS GUERRA

#### **O**VERVIEW

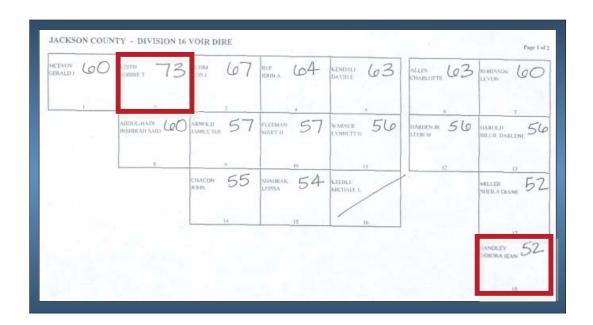
The Audience and Jury Selection
The Laws of Primacy and Recency
The Golden Rule
Reaching Your Audience
The Do's and Don'ts of Opening
Statement and Closing Argument



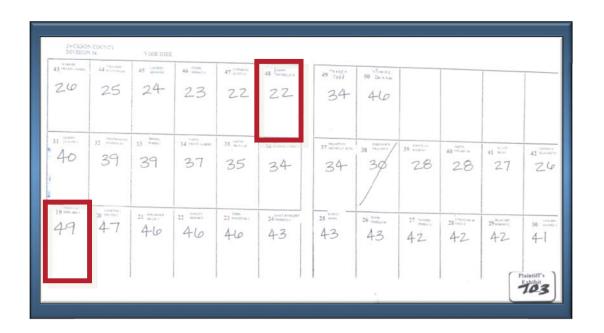
## Who Is Your Audience?

Age
Gender
Life Experiences
Religion
Education
Socioeconomic Position

### Age Distribution of Jurors



#### Venire Panel Seated Behind Bar







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