Snake Charming

Using or combating popular plaintiff's trial tactics.

Don't misapply the theories

Don't misapply the theories

- It's not about buzz-words
- It's not about fear

Don't misapply the theories

- It's about why this case should matter to the jurors

The juror's subconscious

- Jurors may feel uncomfortable blaming someone for inadvertence or true accidents

Don't cry over spilled milk



UT LAW CLE | THE UNIVERSITY OF TEXAS | TEXASLAW

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the UT Law CLE eLibrary (utcle.org/elibrary)

Title search: Snake Charming: Using or Combating Popular Plaintiff's Trial Tactics

Also available as part of the eCourse
Hooked on CLE: September 2019

First appeared as part of the conference materials for the
42nd Annual Page Keeton Civil Litigation Conference session
"How to Charm a Snake (and Maybe a Few Reptiles)"