

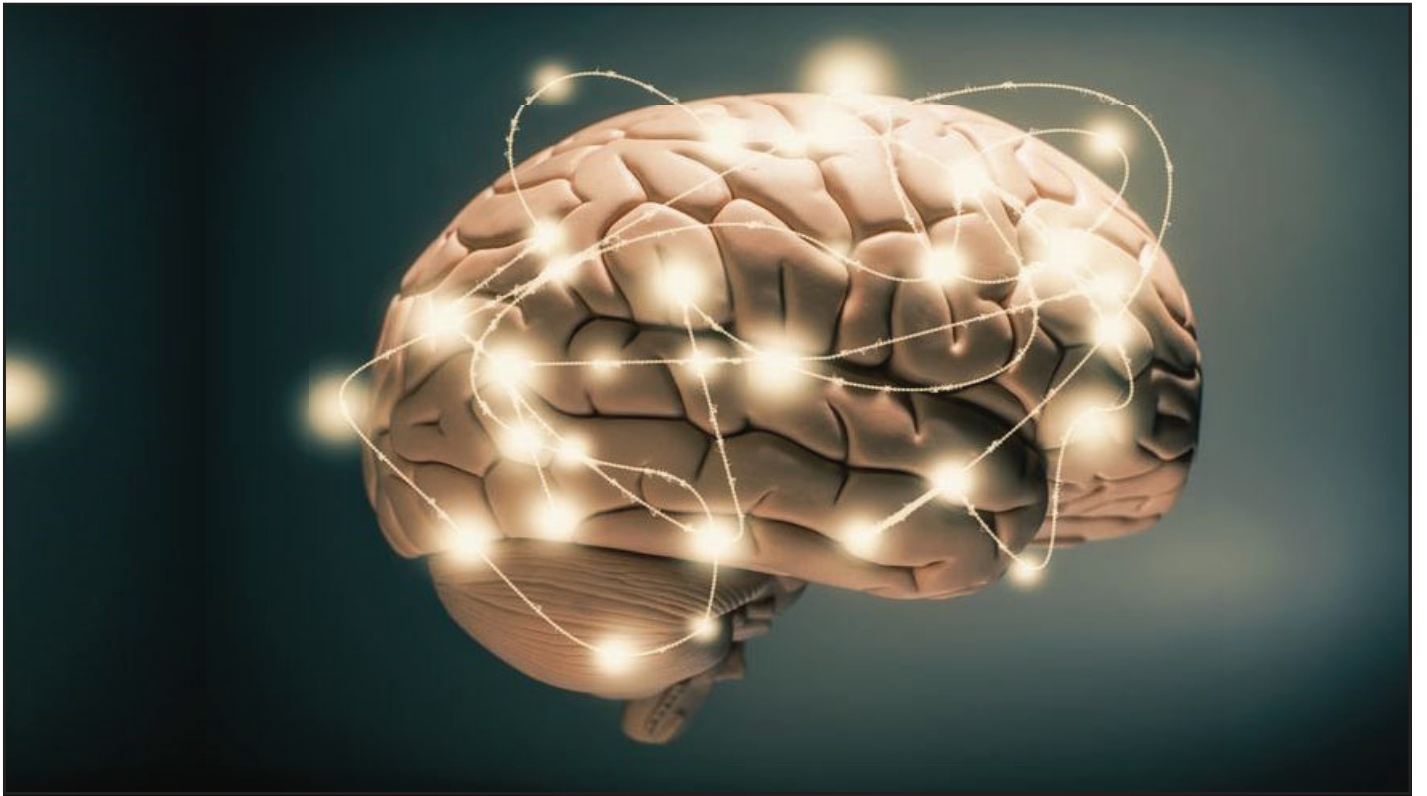
# OPENING STATEMENTS

How to use a Proven Marketing Formula to Clarify Your Story  
to the Jury



**Donald Delgado and Baili Rhodes  
West Webb Allbritton & Gentry, P.C.**







**If it's a mist in the pulpit, it'll be a fog in the pews.**



**<http://bit.do/tyla>**

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 \(utcle.org/elibrary\)](http://utcle.org/elibrary)

## Title search: Opening Statements: How to Use A Proven Marketing Formula to Clarify Your Story to the Jury

Also available as part of the eCourse

[2019 Page Keeton Civil Litigation eConference](#)

First appeared as part of the conference materials for the  
43<sup>rd</sup> Annual Page Keeton Civil Litigation Conference session

"Opening Statements: How to Use A Proven Marketing Formula to Clarify Your Story to the Jury"