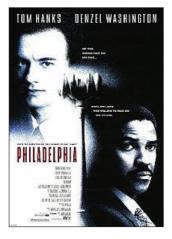
<u>Trial Advocacy:</u> <u>A View from the Bench</u>

Judge Eric M. Shepperd Travis County Court at Law (Civil) No. 2

eric.shepperd@traviscountytx.gov

Overview

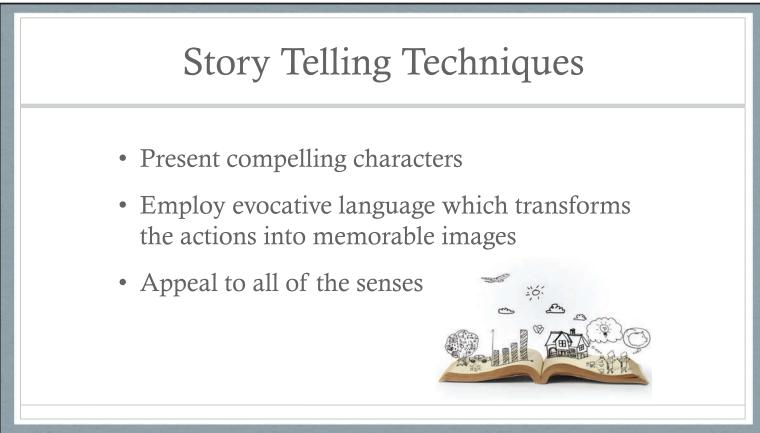
- Trial lawyers are story tellers.
- Before there was T.V., a trial was the town's entertainment.
- The person with the best story wins.



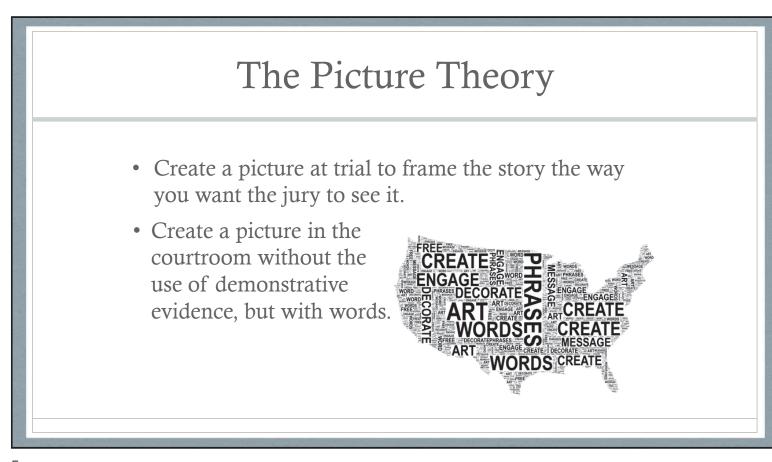
1

Story Telling Techniques

- Arouse the listener's curiosity
- Use the active voice
- Tell the story in the present tense
- Use lay terminology



3



The Picture Theory

Using the right words can mean the difference of the jury remembering your story better than the opposing counsels'.



5

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Title search: Trial Advocacy: A View from the Bench

Also available as part of the eCourse 2020 The Car Crash eConference

First appeared as part of the conference materials for the 2020 Car Crash Seminar session "View from the Bench: Trial Basics"