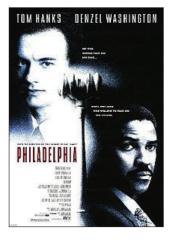
<u>Trial Advocacy:</u> <u>A View from the Bench</u>

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

eric.shepperd@traviscountytx.gov

Overview

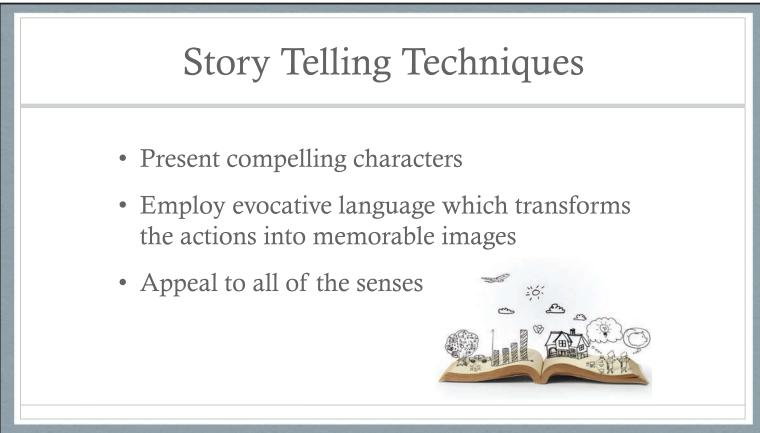
- Trial lawyers are story tellers.
- Before there was T.V., a trial was the town's entertainment.
- The person with the best story wins.



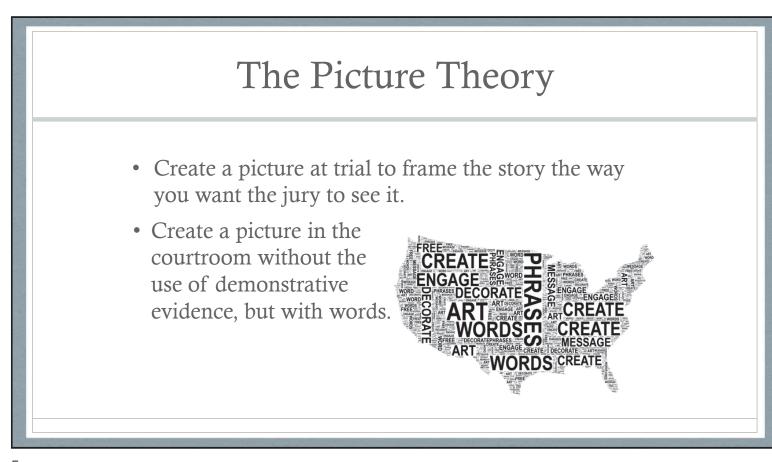
1

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 Answer Bar: Taking Your Car Crash Case to Trial

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