

# The Art of Persuasion: Winning at SOAH (or any forum!)

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## Good Trial Lawyers Have a Story to Tell

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- Simplify the case to a basic theme/narrative

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There's  
just  
one  
thing.

Go figure  
it out!



3

## A tale of two stories...

- Man runs a youth camp for troubled teens.
- One morning, he goes in and flips over the cot of a 17-year-old boy, dumping him on the floor. He gets in the boy's face, gives him a warning, and threatens to cut the boy's testicles off if the boy disregards the warning.
- CPS receives a report about the incident and makes a finding of abuse against the man.
- The man appealed the finding, and I heard the case and reversed the finding.

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## Humanize/Simplify the Case

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“This case is about a really good and honorable man doing his very best to protect a 14-year-old girl from sexual exploitation and abuse.”

- The boy had been having sexual conversations with a 14-year-old girl and had made sexual advances toward her
- The warning given to the boy was to leave the girl alone and to not talk to her anymore

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## Don't invest in your own B.S.

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- Get real. Especially if your story requires a high degree of “machining,” “avoidance,” or “deflecting.” Don't try to spin things absurdly, or you will lose credibility

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