

# Tell The Story: Persuasive Writing and Speaking Act Like You've Been There Before

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KELLY  HART

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## Darrell Royal

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# Thanks

# Your Audience

- Overworked judges/justices.
- Permanent staff attorneys.
- Inexperienced law clerks.

## Your audience shares two desires

- To quickly understand your argument.
- Find keys to resolving the appeal.

## Know your audiences' personality

- Texas Court of Criminal Appeals.
- Court of Appeals (Panels).

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