

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

2021 Robert O. Dawson  
Conference on Criminal Appeals  
May 13, 2021

---

David Keltner  
[david.keltner@kellyhart.com](mailto:david.keltner@kellyhart.com)

KELLY  HART

## Darrell Royal

# Thanks

3

3

# Your Audience

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

4

4

## **Your audience shares two desires**

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

5

5

## **Know your audiences' personality**

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

6

6

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

## Title search: Tell the Story: Persuasive Writing and Speaking

Also available as part of the eCourse

[Hooked on CLE: September 2021](#)

First appeared as part of the conference materials for the  
2021 Robert O. Dawson Conference on Criminal Appeals session  
"Tell the Story: Persuasive Writing and Speaking"