

Snake Charming

Using or combating popular plaintiff's trial tactics.

Don't misapply the theories

Don't misapply the theories

- It's not about buzz-words
- It's not about fear

Don't misapply the theories

- It's about why this case should matter to the jurors

The juror's subconscious

- Jurors may feel uncomfortable blaming someone for inadvertence or true accidents

Don't cry
over spilled
milk



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: Snake Charming: Using or Combating Popular Plaintiff's Trial Tactics

Also available as part of the eCourse

[2018 Page Keeton Civil Litigation eConference](#)

First appeared as part of the conference materials for the
42nd Annual Page Keeton Civil Litigation Conference session
"How to Charm a Snake (and Maybe a Few Reptiles)"