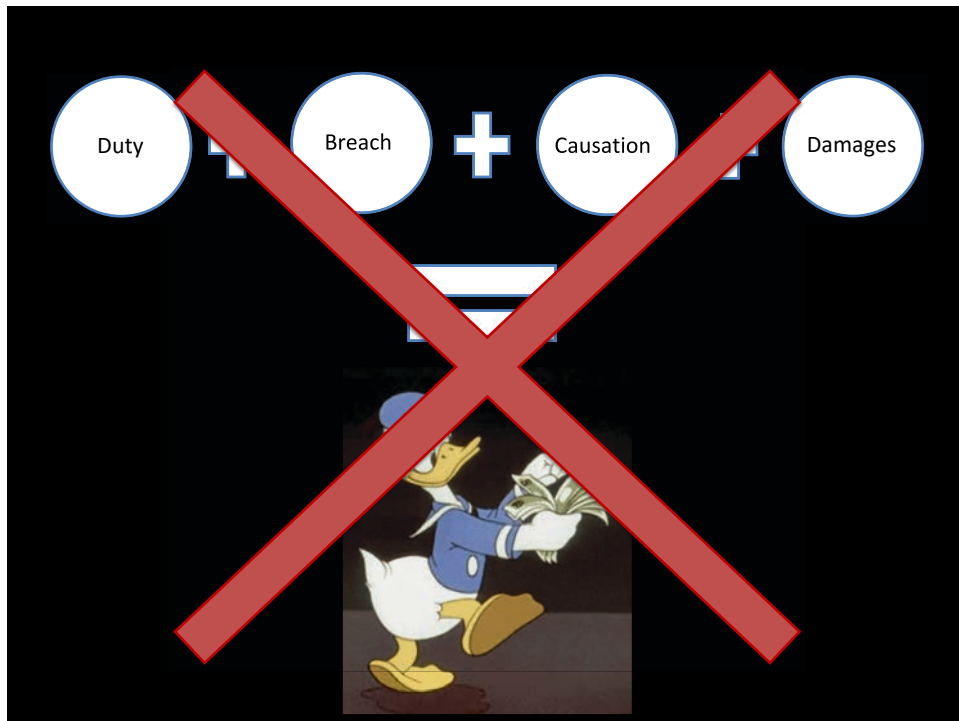


Exposing the Defense use of Psychological Warfare at Trial



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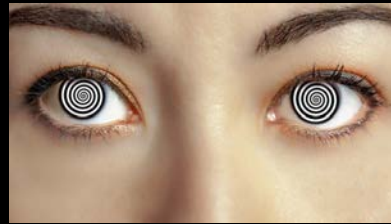
1



2

Beyond Duty, Breach, Causation & Damages

- Defense Psychological Attacks
 - Something for nothing
 - Litigation Lottery
 - "Open Courts"
 - Frivolous Lawsuit
 - Greedy Plaintiff



3

What's the Story they Hear?



4

What's the Story they Hear?



5

Like a good neighbor,
State Farm is there.™



Accident Forgiveness



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You're in good hands.



6

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
2023 The Car Crash Seminar session

"Storytelling and Themes"