



1



2



WAYS TO GET YOUR STORY OR THEME?

FACTS OF CASE

INFORMAL FOCUS GROUPS

TALK TO NEIGHBORS, FRIENDS,
LAWYERS

MOST PEOPLE ARE WILLING TO HEAR
AND GIVE THOUGHTS ABOUT A CASE



3



AUDIENCES ARE ALL BASICALLY THE SAME



4



WHAT DO
JURORS
EXPECT?

5

THE RULES OF STORYTELLING AND CASE
PRESENTATION HAVE CHANGED

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: Storytelling and Themes

Also available as part of the eCourse

[Hooked on CLE: February 2025](#)

First appeared as part of the conference materials for the
2024 The Car Crash Seminar session

"Storytelling and Themes"