

TEN ESSENTIAL ELEMENTS OF PERSUASIVE DELIVERY

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While sitting at counsel table:

1. Breathe deeply, slowly and consciously to calm yourself down.

Once you stand, but before you say a word:

2. Plant your feet and stand still.
3. Raise your hands to the Ready Position—loosely touching at *waist height*.
4. Hear the silence in the room—this is the silence you will hear between phrases.
5. Look the witness or all the jurors in the eye during this moment of silence.
6. Take one final deep breath before you speak. Breathe in—> speak out.

When you begin to speak:

7. Speak in phrases, not whole sentences (think: Pledge of Allegiance rhythm).
8. Gesture immediately—place a word, concept, person, or idea “on the shelf.”
9. Emphasize a *key* word in *every* phrase of your sentence or question.
10. To end sentences “walk down the steps” (“with liberty and justice for all”).

For more, including ideas about practicing these skills, please read *The Articulate Advocate*, available at crownkingbooks.com and online booksellers.

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The Articulate Advocate belongs on the bookshelf of every trial lawyer, and should be required reading for those learning to be trial lawyers. In trials, it's what you say and, just as important, how you say it. *The Articulate Advocate* shows how to use your body, your brain, and your voice to communicate with impact during trials.

Prof. Thomas A. Mauet, author of *Trial Techniques*

