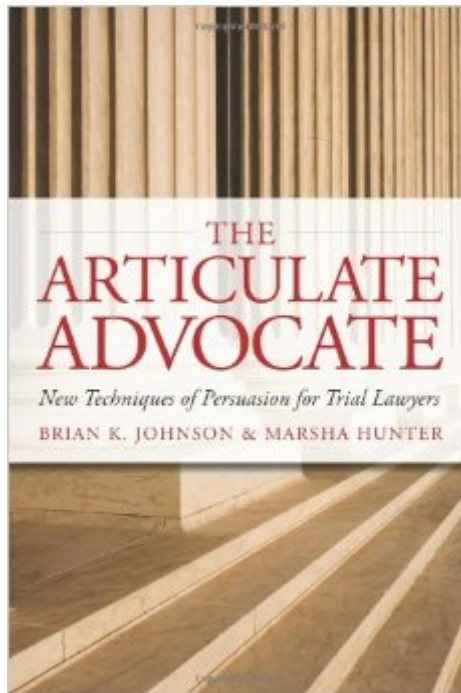


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# The Articulate Advocate: New Techniques Of Persuasion For Trial Lawyers (The Articulate Life)



## Synopsis

Unlike other trial advocacy books that teach what to say and do in the courtroom, this reference teaches how to say and do it. Based on 25 years of experience from coaching practitioners, this handbook reveals techniques incorporating cutting-edge discoveries in linguistics, neuroscience, and sports psychology to help litigators look, sound, and feel natural and polished in the courtroom. Questions that lawyers face daily, such as What do I do with my hands? Are my gestures distracting? How do I remember everything? and I tend to talk so fast; how can I slow down? are among the questions addressed in this handbook.

## Book Information

Series: The Articulate Life

Paperback: 236 pages

Publisher: Crown King Books; 60758th edition (April 1, 2009)

Language: English

ISBN-10: 9780979689505

ISBN-13: 978-0979689505

ASIN: 0979689503

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 10.4 ounces

Average Customer Review: 4.7 out of 5 stars See all reviews (17 customer reviews)

Best Sellers Rank: #653,323 in Books (See Top 100 in Books) #111 in Books > Law > Rules & Procedures > Trial Practice #567 in Books > Reference > Words, Language & Grammar > Public Speaking

## Customer Reviews

While intended for lawyers addressing judges and juries, this book should be presented as a graduation gift to all those receiving a Ph.D. or master's degree who plan to enter college classrooms to teach for the first time. It is amazing as to how much we focus on making sure our graduates master the content and subject matter of their discipline and then just shove them into a lecture hall to stumble and fumble their way through classroom in front of 100 or 150 students. It's sink-or-swim, but it doesn't have to be -- as, if this book were relied upon -- these faculty would do so much better! The tips, techniques and methodology that Johnson and Hunter describe for the courtroom setting appear easily transferable to any other discipline requiring confident public speaking. As such, whether you're a management consultant making your pitch to a board of

directors or CEO and his/her management team, a college professor lecturing 100 students in a cavernous lecture hall, or an architect or salesman making a pitch to get that next big job, you'll want to read this book slowly and deliberately, practice the tips and techniques used to convey the impression that you are a comfortable, confident and sincere speaker. Highly recommended for attorneys, law school and college library collections and public library collections in major cities. R. Neil Scott  
Middle Tennessee State University

This book is not for everyone. If you are "very" nervous in front of a large audience (court room size) and just can't keep your act together, then this book is probably for you. It goes over on how to control yourself, your stand, movement (pace), gesture, voice, etc. But if you already have enough experience in front of an audience either from work or from public speaking classes and you feel confident with your style then you should do fine without this book.

Every lawyer should have a copy of this book. Whether you're speaking to clients, the trial court, a jury, or an appellate court, there are tips and tricks in this book that will help you. I've been fortunate enough to see Marsha Hunter present some of the material from this book on a couple of occasions, but having the book handy means that I can always do a quick refresher whenever I have a speaking occasion coming up. I've used some of the materials in the book to help clients prepare to testify, and even my husband--who is not a lawyer, but does some public speaking--has found it extraordinarily useful. The checklists are great for psyching yourself up and getting your head in gear before an argument. And, unlike some so-called "self-help" books, this one has concrete advice to help overcome common public-speaking pitfalls and explains the rationale behind them--just what every lawyer wants to know. If you're looking for a gift for law school grad or a colleague, you can't go wrong with this book.

This book won't tell you what to say (but there are other books, etc. for that) but it will offer you some concrete tips on how to say it better than you're saying it now. I think it improved my court room presence, and I highly recommend.

For anyone, lawyer or not, who experiences "butterflies in the stomach" during public speaking events, the chapter in the book about adrenaline is valuable. Adrenaline can actually help. Trial lawyers usually feel comfortable in the courtroom. Litigators with little public speaking training usually are unconscious of many distracting aspects of their delivery, including repeated uses of

filler words (ah, um, okay), rambling, pacing or rocking back and forth, etc. This book shows how to become that attorney that judges, juries and clients actually want to hear from.

Of all the "be a better lawyer" books I've read, this one addressed the things that others don't. Finally, a book that talks about the whole physical self of trial advocacy. I'll keep it and review it for years to come. Indispensable.

People tell me I have great presence when I speak. This book gave me the basic fundamentals to create "presence." The chapter on not moving your lower body is worth the price of admission. I have also attended a presentation by the Author Brian. Everyone was mesmerized by his speaking ability. His suggestions work, and he uses them. This book is not just for trial attorneys. I am a trial attorney, but anyone can use the pointer from this book to become a better more powerful public speaker.

While seasoned advocates may not learn too many new techniques from this book, they will learn great ways to teach younger lawyers how to effectively argue in the courtroom. Its checklists provide an excellent guide for critiquing another's work, and its neatly broken down chapters provide easy-to-communicate lessons for any student. Keep this book on hand when helping out another attorney with his or her opening statement and closing argument!

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