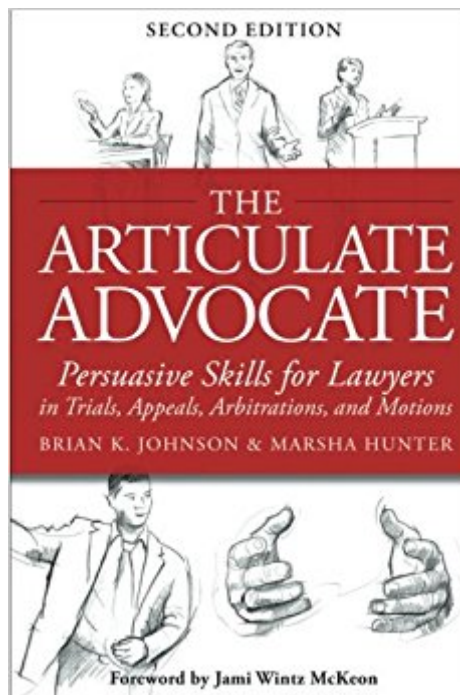




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# The Articulate Advocate: Persuasive Skills For Lawyers In Trials, Appeals, Arbitrations, And Motions



## Synopsis

An advocate may know what to say but is only effective when he or she knows how to be persuasive. Combining fact with know-how to persuade judges, juries, and arbitrator, the book teaches immediately useful techniques such as how to channel the initial adrenaline buzz, grab and hold the fact finder's attention, gesture while speaking, speaking in phrases, and polishing the persuasive style. Based on 25 years of experience from coaching practitioners, this guide integrates cutting edge discoveries in human factors, gesture studies, linguistics, neuroscience, and sports psychology to give litigators a competitive edge. This brand new edition includes all new illustrations and new information on motions, arbitrations, and appeals.

## Book Information

Paperback: 248 pages

Publisher: Crown King Books; Second edition edition (March 1, 2016)

Language: English

ISBN-10: 1939506034

ISBN-13: 978-1939506030

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 6 customer reviews

Best Sellers Rank: #94,907 in Books (See Top 100 in Books) #15 in [Books > Law > Rules & Procedures > Trial Practice](#)

## Customer Reviews

“This book is an essential part of the tool kit for anyone who really wants to be a skilled advocate. It is an investment in you, your career, and your clients. If you cannot attend training with Brian and Marsha in person, this book is the next best thing.”  
• Jami Wintz  
McKeon, chair, Morgan Lewis  
“The Articulate Advocate remains the single must-have manual on courtroom speaking. Both seasoned and new litigators will benefit from reading it and practicing Johnson and Hunter’s tested techniques. It changed my entire approach to trial and it will do the same for you.”  
• Brian D. Liddicoat, The Law Offices of Brian D. Liddicoat, Corralitos, CA  
“It is such an excellent guide to improving advocacy skills. Feels like legal yoga.”  
• John M. Zwier, Carlson Caspers, Minneapolis, MN  
“It’s impossible to imagine a more complete or more accessible book on the subject of courtroom presentation skills. The Articulate Advocate belongs on every trial

lawyer's shelf of ego to materials and every lawyer should go to it often!

Hon. Robert L. McGahey, Jr., District Judge, Second Judicial District, Denver, CO

Brian K. Johnson is the president of a consulting firm who teaches persuasion to trial lawyers and public speaking to transactional attorneys. For the past decade, he has trained new assistant U.S. attorneys at the Department of Justice National Advocacy Center. Marsha Hunter is the CEO of a consulting firm who teaches persuasion for trial lawyers and public speaking for corporate attorneys. Her specialty is human factors—the science of human performance in highstakes environments. She is the communication specialist for the National Institute for Trial Advocacy's collaborative programs with the U.S. Department of Justice's Office of Violence Against Women. They are the award-winning coauthors of *The Articulate Attorney* and *The Articulate Witness*. They both live in Santa Fe, New Mexico. Jami Wintz McKeon is the chair of Morgan Lewis where she directs the firm's strategic growth and its steadfast commitment to client service. She lives in Philadelphia, Pennsylvania.

While the subject matter seems like one that is hard to learn from a book, the authors do an excellent job at explaining the concepts in a way that is easy to understand and apply. If your shirt is dirty, it won't make you a worse advocate, but it will be a distraction. The same can be said for body language and word fillers. This book teaches you how to improve your body language and streamline the thinking process in order to avoid those distractions.

This book is wonderfully instructional. Clear and practical, it helps everyone from the nervous newbie to the old hat develop advocacy skills. I highly recommend it. Feels like legal yoga. I used the techniques in this book to calm my nerves and get control of my sometimes wavering voice in court. There is a lot of adrenaline coursing through your veins at trial or in a hearing; it is worth it to make the techniques in this book part of your positive habits.

The book gives me the answers to the questions on the fundamental advocacy skills that I have been wondering over the past four years in law school but couldn't find the answers to either by talking to professors or seeking books. Moreover, those answers are provided in a comprehensive, systemic way. Lastly, the book is an incredible defiance of the claim that advocacy skills can hardly be taught through books. I wish I had read it before the start of my law study.

THE BEST book for those wanting to improve their public speaking techniques, hands down. Whether your're a trial lawyer like me or just want to present ideas better at meetings or tell a bedtime story so that your kids will actually listen to it, this book will make you a MUCH better public speaker in a short amount of time. You don't have to read it in one sitting: you'll start getting very useful tips in the first few pages. Buy it and start reading it! It worked for me.

Absolutely first-class service and an excellent book. Probably shouldn't be writing this review, as I don't want my competitors to purchase a copy. Oh well, can't keep a good thing secret I guess.

This book help me law good.

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