



## The Articulate Advocate: Persuasive Skills for Lawyers in Trials, Appeals, Arbitrations, and Motions

By Brian K. Johnson, Marsha Hunter

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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.

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### Editorial Review

#### Review

“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 ‘go to’ materials—and every lawyer should go to it often!” —Hon. Robert L. McGahey, Jr., District Judge, Second Judicial District, Denver, CO

#### About the Author

**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.

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#### **Kimberly Wood:**

Spent a free time and energy to be fun activity to perform! A lot of people spent their leisure time with their family, or their friends. Usually they doing activity like watching television, planning to beach, or picnic from the park. They actually doing ditto every week. Do you feel it? Will you something different to fill your free time/ holiday? May be reading a book might be option to fill your no cost time/ holiday. The first thing that you'll ask may be what kinds of guide that you should read. If you want to consider look for book, may

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