

Three Chords and the Truth

What Music Can Teach Trial Lawyers About Effective Jury Communication

1. The Hook: Present a Clear and Memorable Theme Throughout Trial
2. The Harmony: Develop Fact Witnesses, Experts and Evidence to Amplify Your Theme
3. The Rhythm: Keep the Jury Engaged through Effective Pacing and Presentation
4. The Bridge: Reframe Counter Arguments and Evidence to Coincide with Your Theme
5. The Soundcheck: Perfect Your “Sound” in Advance through Creative Trial Prep Techniques and Exercises

5 FOR THE ROAD

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