

Friends, Romans, Countrymen, Lend Me Your Ears!

The Art of the Opening Statement

1. Tell a Story: Captivate your audience with a compelling story that gets the jury on your client's side.
2. There are key differences between opening and closing: Use opening statements to set out the theme of your case, without argument.
3. Two thousand years of history can't be wrong. Use Ethos, Pathos, and Logos. Aristotle was right! Connect with a jury by touching on emotion, reason, and credibility.
4. Keep it short and sweet: Resist the urge to give a long opening statement; a jury will remember a well-crafted, focused opening.
5. Every picture tells a story: Use imagery to help the jury see the story you are telling.

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