

### How to Make Your Appeal Appealing

#### *Telling a Good Post Trial Story*

1. Appellate judges find stories on appeal more persuasive than pure legal argument.
2. You should consider whether to hire special appellate counsel, who can bring a fresh perspective to your case.
3. If you represent the less sympathetic party to the case, you need to switch the narrative so that your client's story seems compelling.
4. An appellate brief needs to be written as if the reader knows nothing about your case.
5. Have a them and return to it repeatedly during oral argument.

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