

Section F

Trial Skills: Getting the Jury to Care (Small Work Groups)

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Getting the Jury to Care
Heather Jackson (and small group leaders)

- I. Introduction
- II. Before the Ranch
 - a. Law School Method
 - b. Trial Information Style Storytelling
 - c. Example: The Prosecutor Opening
- III. After the Ranch
 - a. Power of Uniqueness: Stop Imitating
 - b. Embrace your client
 - c. Get out of your head
 - i. Big Word Trap: The jury doesn't care how smart/clever you are
 - ii. Credibility: Tell the story you believe, or they won't believe you
 - d. Betrayal
 - i. Everyone has experienced betrayal
 - ii. Every case is a case of betrayal
 - iii. Every case has a villain that is NOT your client
 - e. Example: The Caring Opening
- IV. Small Group Session
 - a. Warm-up: Headline of your case
 - b. Case analysis
 - i. Identifying Villains
 - ii. How did the villain betray your client?
 - iii. How can the jury protect your client from the villain?