

# Contents

<i>Acknowledgments</i>	xxv
<b>CHAPTER 1</b>	
<b>THE MESSAGE</b>	
<b>Case Theory and Theme Development</b>	1
<b>I. The Three Key Components of Trial Advocacy</b>	2
<b>II. Case Theory: Legal Theory and Factual Theory</b>	2
A. Legal Theory	2
B. Factual Theory	3
C. The Relationship Between the Legal and Factual Theories	3
<b>III. The Plaintiff's Case Theory</b>	4
A. Legal Theory	4
B. Selecting the Legal Theory	5
C. Factual Theory	13
D. Case Assessment	17
<b>IV. Defendant's Case Theory</b>	19
A. Types of Theories	19
1. Attacking Weaknesses in the Plaintiff's Case Theory	19
2. Affirmative Defense and Other Attacks	19
3. Start with Jury Instructions	20
4. Negotiation and Settlement	20
B. Insufficiency of the Plaintiff's Case	20
C. Affirmative Defense	26
<b>V. Strategies for Dealing with Case Weaknesses</b>	28
<b>VI. Multiple Legal Theories</b>	29
A. Evidence Gathering	29
B. Strategic Sequence	30
C. Alternatives	30
<b>VII. Case Theme</b>	30
A. Attributes of a Good Theme	31
B. Detecting the Theme	32
<b>VIII. Tentative Closing Argument</b>	32
<b>IX. Test Drive</b>	33
<b>X. Case Theory as a Comprehensive Guide</b>	33
<b>XI. Ethical Considerations</b>	34
<i>Checklist: Case Theory and Theme Development</i>	35

<b>CHAPTER 2</b>	
<b>THE MESSENGER AND THE MEDIA</b>	
<b>The Art of Persuasion</b>	39
<b>I. Key Principles of Successful Trial Advocacy</b>	40
<b>II. Be a Persuasive Messenger</b>	40
A. Projecting Sincerity: Nine Points	40
1. Body Language	41
2. Deliver on Promises	41
3. Admit Weaknesses	41
4. Be Civil	41
5. Be Open	43
6. Sell with Plain Language and Integrity	44
7. Be Yourself	44
8. Meet Judicial Expectations	44
9. Maintain a Good Reputation	46
B. Inspirational Role Model	46
<b>III. Use Persuasive Media</b>	48
A. Nonverbal Media: Trial Lawyer’s Appearance	48
B. The Visual Media	51
C. Verbal Media: Persuasive Language	51
<b>IV. Ethical Considerations</b>	54
<i>Checklist: Persuasion</i>	54
<b>CHAPTER 3</b>	
<b>JURY SELECTION</b>	
<b>A Two-Way Exchange</b>	57
<b>I. Conceptual Framework</b>	58
A. Rules, Procedures, and Terminology	58
B. Procedures and Practices for Questioning	62
C. Exercising Challenges	66
<b>II. Planning Jury Selection</b>	67
A. Being Organized	67
B. Jury Consultant	71
C. Obtaining Information About Jurors	71
D. Objections and Motions	75
E. The <i>Batson</i> Challenge	76
<b>III. Model Approach for Jury Selection</b>	77
A. Setting Objectives	77
B. A Positive Relationship	78
C. Jury Selection Agenda	81
D. Introductory and Concluding Remarks	81
<b>IV. Jury Selection Questions</b>	83
A. Gathering Information	84
B. Framing Questions	84
C. Challenge for Cause Questions	86
D. Case Theory and Theme Questions	91
E. Case Weaknesses Questions	97

F. Personal Questions	100
G. Trial Questions	101
H. Case-Specific Questions	103
<b>V. Strategies</b>	106
A. Exercising Challenges	106
B. Analyzing Prospective Jurors	110
<b>VI. Remote Jury Selection</b>	113
A. The Pandemic Effect	113
B. Procedures and Practices for a Virtual Jury Selection	113
C. Virtual Jury Selection Strategies and Techniques	115
<b>VII. Ethical Considerations</b>	116
A. Trial Publicity	117
B. Jury Impartiality	120
<i>Checklist: Jury Selection</i>	121
<b>CHAPTER 4</b>	
<b>OPENING STATEMENT</b>	
<b>Storytelling</b>	123
<b>I. Developing an Opening Statement</b>	124
<b>II. Selecting the Content</b>	124
A. Setting the Objectives	124
B. Legal Theory	125
C. Factual Theory: The Story	126
D. Admissible Evidence	131
E. Weaknesses and the Other Side's Case	132
F. Case Theme	134
G. Damages	135
H. Waiver and Reserving Opening	136
I. Bench Trial	137
<b>III. Crafting the Opening</b>	137
A. Gathering Information and Refining the Opening Statement	137
B. Writing the Opening Statement	138
C. Structuring the Opening Statement	138
D. Storytelling	144
E. Choosing Length	145
F. Avoiding Noise	146
<b>IV. Delivering the Opening</b>	148
A. Staging in the Courtroom	148
B. Your Performance	149
<b>V. Visuals In Opening</b>	151
A. Permissibility	151
B. Planning and Preparation	152
C. Storytelling with Visuals	152
<b>VI. Ethical Considerations</b>	160
A. Personal Opinion	160
B. Overpromising	161
C. Introducing Irrelevant Matter	162
<i>Checklist: Opening Statement: Storytelling</i>	163

<b>CHAPTER 5</b>	
<b>MAKING AND MEETING OBJECTIONS</b>	
<b>Mini-Motions</b>	165
<b>I. Overview</b>	166
A. Objectives	166
B. Objection Theory	166
<b>II. Judgment</b>	169
A. Sound Basis	169
B. Case Theories	170
C. The Audience: Jury and Judge	170
<b>III. Making Objections</b>	172
A. Timing	172
B. Phrasing the Objection	179
C. Requesting a Remedy	180
<b>IV. Meeting Objections</b>	181
A. Pretrial Preparation	181
B. Silence and Principles for Phrasing	181
C. Erroneous Objections	182
D. Perseverance	184
<b>V. Objection Strategies</b>	185
A. Protecting the Record	185
B. Courtroom Appearance and Decorum	188
C. Arguing out of the Jury’s Presence	190
D. Defeating Dirty, Rotten Tricks	190
<b>VI. Ethical Considerations</b>	192
<i>Appendix: Sample Memorandum of Law in Support of</i>	
<i>Defendant’s Motion in Limine</i>	194
<i>Checklist: Making and Meeting Objections</i>	201
<b>CHAPTER 6</b>	
<b>EXHIBITS</b>	
<b>Planning, Introducing Exhibits, and Laying</b>	
<b>Evidentiary Foundations</b>	203
<b>I. Getting Exhibits Admitted</b>	204
<b>II. Planning to Use Exhibits</b>	204
A. Objectives for Introducing Exhibits	204
B. Preparation	204
1. Identifying and Creating Potential Exhibits	205
2. Selecting Exhibits	205
C. Legal Research and Briefing	207
D. Prepare Your Witness	208
E. The Exhibit List	209
F. Judicial Expectations	210
<b>III. Introducing an Exhibit</b>	211
A. The Courtroom Trial — Song and Dance Routine	211
1. Getting the Exhibit Marked for Identification	212
2. Showing the Exhibit to Opposing Counsel	212
3. Laying the Foundation	212

4. Offering the Exhibit	214
5. Meeting Objections	214
B. The Pandemic Effect: The Internet Trial	215
C. Making a Record	216
D. Timing of an Exhibit	216
<b>IV. Laying an Evidentiary Foundation</b>	217
A. Stipulation	217
B. Court Ruling on Admissibility	219
C. Essential Evidence Rules for Exhibits	219
<b>V. Real Evidence</b>	220
A. Definition and Overview	220
B. Readily Identifiable Real Evidence	221
C. Fungible Real Evidence: Chain of Custody	223
<b>VI. Documentary Evidence</b>	224
A. Definition and Overview	224
B. Authentication	225
1. E-mails	225
2. Text Messages and Other Electronic Messages	229
3. Websites and Web Pages	231
4. Traditional Documents and Signatures	231
5. Self-Authentication	232
C. Original Writing Rule	233
D. Hearsay	235
1. Refreshed Recollection and Recorded Recollections	236
2. Business Records	237
3. Public Records and Reports	240
4. Rule 1006 Summary Chart	241
<b>VII. Demonstrative Evidence</b>	242
A. Definition and Overview	242
B. Photographs, Videos, Diagrams, and Models	243
1. Photographs	243
2. Videos	243
3. Non-Scale Diagram of the Store	244
4. Model of the Store	245
C. Computer Animations	246
1. A Witnessed Event	247
2. Animation to Assist an Expert	247
D. Computer Simulation	247
E. Rule 611(a) Summary Charts	248
<b>VIII. Ethical Considerations</b>	249
<i>Checklist: Introducing Exhibits</i>	251
<b>CHAPTER 7</b>	
<b>THE VISUAL TRIAL</b>	
<b>Electronic Visuals and Today’s Technology</b>	253
<b>I. Trial Visuals and Technology</b>	254
A. Seven Reasons to Use Visuals	254
B. Seven Reasons to Not Use Visuals	255

<b>II. Visuals and Movies on the Companion Website</b>	256
<b>III. Displaying the Exhibit</b>	256
A. Courtroom Technology	257
B. Courtroom Practices	257
C. The Display Options	258
1. Showing or Reading the Exhibit	258
2. Display on an Easel	258
3. Publishing or Parading the Exhibit	259
4. Using a Document Camera	260
5. Using a Computer	260
D. Counsel's Demeanor	261
<b>IV. Today's Technology</b>	261
A. Software	262
B. Hardware	263
C. The Creator	266
D. The Displayer	268
E. Retrieval and Display	268
F. Disclosure and Court Approval	270
G. Software Sampler	270
<b>V. Ethical Considerations</b>	271
A. Lawyer Competence and Technology	271
B. Visuals Containing Unethical Content	271
<i>Checklist: Visual Trial and Technology</i>	272

**CHAPTER 8**

**DIRECT EXAMINATION**

<b>Evidentiary Foundations for Testimony</b>	275
<b>I. Underlying Principles</b>	276
<b>II. Selecting Content</b>	277
A. Case Theory as a Guide	277
B. Legal Theory	278
C. Factual Theory	280
D. Case Weaknesses	287
E. Admissibility	290
<b>III. Structuring Direct Examination</b>	291
A. Introduction	291
B. Body	291
C. Conclusion	293
<b>IV. Evidentiary Foundations for Testimony</b>	294
A. Laying an Evidentiary Foundation for Testimony	294
B. Rules Relating to Your Witness	295
1. Witness Competency	295
2. Personal Knowledge	295
3. Memory Lapse	296
4. Impeaching Your Witness	298
C. Leading Questions	298
D. Lay Witness Opinion	299

E. Hearsay	299
F. Not Hearsay	299
1. State of Mind	299
2. Prior Inconsistent Statement Under Oath	300
3. Prior Consistent Statement	300
4. Prior Statement of Identification	300
5. Statement of a Party-Opponent	300
G. Hearsay Exceptions	300
1. Present Sense Impressions	300
2. Excited Utterances	301
3. Medical Treatment	301
4. Business Records	302
5. Dying Declaration	302
6. Declaration Against Interest	302
7. Other Exceptions to the Hearsay Rule – Regardless of Whether the Declarant Is Available as a Witness	303
H. Testimonial Foundations	303
1. Criminal Case Exceptions	303
2. Prior Bad Acts	304
3. Reputation for Untruthfulness and Truthfulness	304
<b>V. Conducting Direct Examination</b>	304
A. Judicial Expectations	305
B. Witness Preparation	307
C. Staging	312
D. Your Preparation	314
E. Mirroring Jury Instructions	314
F. Form of the Questions	316
G. Listening to the Answer	318
H. Providing Markers for the Jury	319
I. Highlighting the Important Information	319
J. Audience Interest	321
K. Exhibits	322
L. Problematic Witnesses	324
<b>VI. Other Sources of Testimony</b>	326
A. Deposition	326
B. Other Pretrial Case Documents	327
C. Stipulation	327
D. Judicial Notice	327
<b>VII. Visuals for Direct Examination</b>	328
A. Direct Examination in Complex Cases	328
B. Courtroom Demonstrations	329
<b>VIII. Appellate Record</b>	330
<b>IX. Redirect and Rebuttal</b>	330
A. Redirect	330
B. Rebuttal	331

<b>X. Order of Witnesses</b>	332
<b>XI. Ethical Considerations</b>	332
A. Coaching	332
B. False Evidence	333
<i>Checklist: Direct Examination</i>	335
<b>CHAPTER 9</b>	
<b>CROSS-EXAMINATION</b>	
<b>Concession-Seeking and Impeachment</b>	339
<b>I. The Four Cs of Cross-Examination</b>	340
<b>II. Content</b>	340
A. Purpose of Cross-Examination	340
B. Case Theory as Guide	341
C. Tentative Closing Argument	342
D. The Concession-Seeking Question	343
E. Brainstorming for Content	345
<b>III. Construction</b>	347
A. Formulating Cross-Examination Questions	348
B. Types of Questions, Sequencing, and Transitioning	362
<b>IV. Behavior of Counsel</b>	364
<b>V. Controlling a Witness</b>	365
<b>VI. Evidence Rules</b>	367
A. Scope of Cross-Examination and Leading Questions	367
B. Improbability, Bias, Motive, Perception, or Ability to Relate	367
C. Prior Inconsistent Statements	368
D. Prior Convictions	370
E. Prior Bad Acts Probative of Untruthfulness	372
<b>VII. Conducting Cross-Examination</b>	372
A. No Questions	372
B. Staging	373
C. Demeanor	374
D. Notes and Note Taking	374
E. Listening to the Answer	375
F. Highlighting Important Information	376
G. Bench Trial	376
<b>VIII. Using Exhibits and Visuals in Cross-Examination</b>	377
<b>IX. Ethical Considerations</b>	377
<i>Checklist: Cross-Examination</i>	378
<b>CHAPTER 10</b>	
<b>EXPERTS</b>	
<b>Yours and Theirs</b>	381
<b>I. Overview</b>	382
<b>II. Essential Evidence Rules: Experts</b>	382
A. Qualifications and Ultimate Opinion	382
B. Reliability of the Expert's Field	383



C. Basis for Opinion	384
D. Hypothetical Questions	385
<b>III. Structuring Direct Examination of an Expert</b>	386
A. Preparing Yourself	386
B. Preparing Your Expert	388
C. Selecting Content	389
D. Components of Expert's Direct	392
1. The Expert's Qualifications	392
2. Reliability of the Expert's Field	397
3. Procedures and Factual Basis for the Expert's Opinion	398
4. Counteracting the Opposing Party's Attack	401
5. The Defense Expert's Opinion	402
E. Conducting Direct	403
F. Visuals	406
<b>IV. Cross-Examination of Experts</b>	407
A. Preparing	407
B. Selecting Content of Cross	409
C. Concession-Seeking Cross	411
D. Discrediting	414
E. Structuring Cross	423
F. Conducting Cross	423
<b>V. Ethical Concerns</b>	424
<i>Checklist: Experts</i>	425
<b>CHAPTER 11</b>	
<b>JURY INSTRUCTIONS</b>	
<b>The Jury's Law</b>	429
<b>I. Overview</b>	430
<b>II. Drafting Proposed Jury Instructions</b>	431
A. Preparation	431
B. Writing and Organizing Proposed Instructions	432
1. Legal Theory	433
2. Balanced and Nonargumentative	434
3. Understandable Language	434
4. Organizing Proposed Instructions	435
C. Legal Theory as a Guide	436
D. Correctly Stating the Law	438
E. Factual Theory as a Guide	439
<b>III. Presenting and Advocating for Instructions</b>	443
A. Court Procedures and Practices	443
B. Organization	446
C. Other Strategies	446
<b>IV. Ethical Considerations</b>	448
<i>Checklist: Jury Instructions</i>	450

<b>CHAPTER 12</b>	
<b>CLOSING ARGUMENT</b>	
<b>The Art of Argument</b>	451
<b>I. Overview</b>	452
<b>II. Planning Closing Argument</b>	452
A. Preparation	452
B. Case Theories as Guides for Closing Arguments	454
C. Accentuating the Theme	464
D. Responding to Your Adversary’s Case Theory and Attacks on Your Case Theory	465
E. Juror Beliefs and Expectations	466
F. Write It Down	468
G. Length	468
H. Bench Trial	469
<b>III. The Art of Argument</b>	469
A. Aristotelian Appeals	469
B. Sources for Argument	470
C. Selecting Persuasive Language	471
<b>IV. Structuring Closing</b>	474
A. Beginning Remarks	474
B. The Body	476
C. Conclusion	478
D. Rebuttal: “Having the Hammer”	480
<b>V. Delivering Closing</b>	480
<b>VI. Visuals for Closing</b>	481
A. Illustrating the Use of Visuals	481
B. Visuals in Different Cases	483
<b>VII. Ethical Considerations</b>	483
A. Personal Opinion	484
B. Venturing Outside the Record	485
C. Irrelevant Material	485
D. The Golden Rule	486
<i>Checklist: Closing Argument</i>	487
<b>CHAPTER 13</b>	
<b>TRIAL PREPARATION AND CASE MANAGEMENT</b>	
<b>Ready for Trial</b>	489
<b>I. Introduction</b>	490
<b>II. A Management System</b>	490
<b>III. Trial System</b>	492

<b>CHAPTER 14</b>	
<b>CASES AND ASSIGNMENTS</b>	
<b>Experiential Learning</b>	501
<b>I. Experiential Learning: 79 Assignments Spanning All Phases of Trial</b>	502
<b>II. Factual Summary</b>	502
<b>III. The Casefiles on CasebookConnect</b>	504
<b>IV. Videos and Movies on CasebookConnect</b>	504
<b>V. Rules of the “Game”</b>	505
A. Jurisdiction	505
B. The Procedural and Professional Responsibility Rules	505
C. Dates	506
D. Civil Case	506
E. Cultural Competency	506
F. Your Responsibilities	506
G. The “Game”	507
<b>VI. Trial Advocacy: Assignments</b>	507
<i>Index</i>	563