



# **The Articulate Advocate: Persuasive Skills for Lawyers in Trials, Appeals, Arbitrations, and Motions**

*Marsha Hunter , Brian K. Johnson , Jami Wintz McKeon (Foreword)*

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An advocate may know what to say but is only effective when he or she knows how to be persuasive. Combining fact with know-how to persuade judges, juries, and arbitrator, the book teaches immediately useful techniques such as how to channel the initial adrenaline buzz, grab and hold the fact finder's attention, gesture while speaking, speaking in phrases, and polishing the persuasive style. Based on 25 years of experience from coaching practitioners, this guide integrates cutting edge discoveries in human factors, gesture studies, linguistics, neuroscience, and sports psychology to give litigators a competitive edge. This brand new edition includes all new illustrations and new information on motions, arbitrations, and appeals.

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## **John says**

This book is wonderfully instructional. Clear and practical, it helps everyone from the nervous newbie to the old hat develop advocacy skills. I highly recommend it.

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## **John says**

A very well written, articulated and illustrated book for anyone who wants to improve their public speaking techniques. I really enjoy it, and I'm not a lawyer. I won this great book on GoodReads and like I do with most my wins I will be paying it forward by giving my win either to a friend or library to enjoy.

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