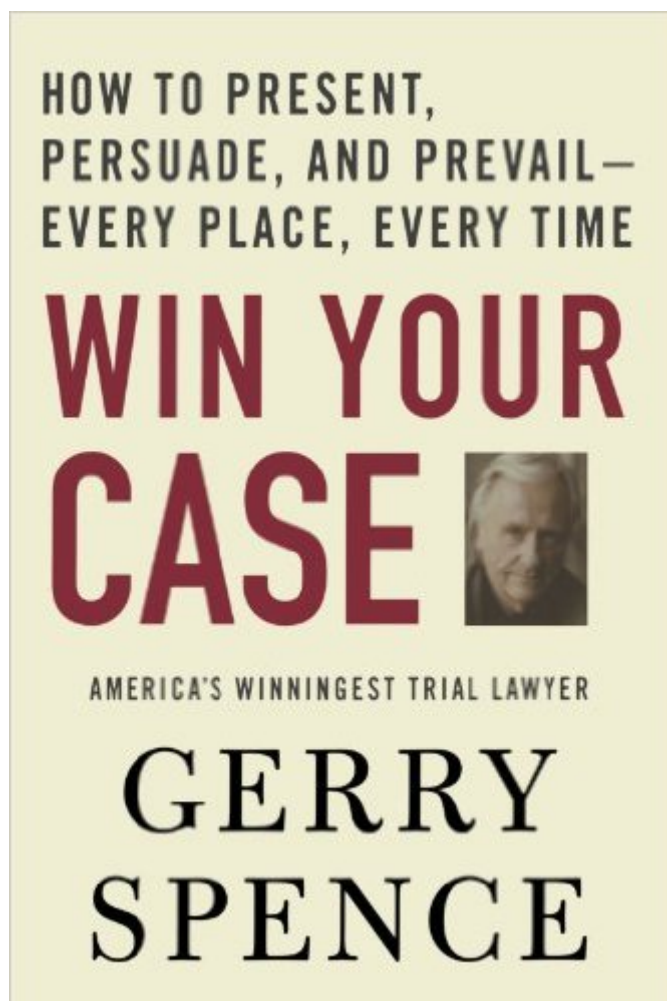


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# Win Your Case: How To Present, Persuade, And Prevail--Every Place, Every Time



## Synopsis

Gerry Spence is perhaps America's most renowned and successful trial lawyer, a man known for his deep convictions and his powerful courtroom presentations when he argues on behalf of ordinary people. Frequently pitted against teams of lawyers thrown against him by major corporate or government interests, he has never lost a criminal case and has not lost a civil jury trial since 1969. In *Win Your Case*, Spence shares a lifetime of experience teaching you how to win in any arena—the courtroom, the boardroom, the sales call, the salary review, the town council meeting—every venue where a case is to be made against adversaries who oppose the justice you seek. Relying on the successful courtroom methods he has developed over more than half a century, Spence shows both lawyers and laypersons how you can win your cases as he takes you step by step through the elements of a trial—from jury selection, the opening statement, the presentation of witnesses, their cross-examinations, and finally to the closing argument itself. Spence teaches you how to prepare yourselves for these wars. Then he leads you through the new, cutting-edge methods he uses in discovering the story in which you form the evidence into a compelling narrative, discover the point of view of the decision maker, anticipate and answer the counterarguments, and finally conclude the case with a winning final argument. To make a winning presentation, you are taught to prepare the power-person (the jury, the judge, the boss, the customer, the board) to hear your case. You are shown that your emotions, and theirs, are the source of your winning. You learn the power of your own fear, of honesty and caring and, yes, of love. You are instructed on how to role-play through the use of the psychodramatic technique, to both discover and tell the story of the case, and, at last, to pull it all together into the winning final argument. Whether you are presenting your case to a judge, a jury, a boss, a committee, or a customer, *Win Your Case* is an indispensable guide to success in every walk of life, in and out of the courtroom.

## Book Information

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## Customer Reviews

Every litigator has heard that you need to tell a story at trial. And most have heard that you need a theme. A lawyer's credibility is important at trial. More than a few, perhaps, have themselves uttered these lines to themselves and to others. But what does it actually mean, and how are we to do it? Even those who have been to trials, actually stood in the well of the courtroom and even won, often don't seem to know. "Runaway jury" they will mutter when they lose. Or what about the famous criminal defense attorney who begins his closing with the stirring: "Ladies and gentlemen of the jury, the state has not satisfied its burden in this case." Not that he didn't commit this brutal bloody murder, but that the state has not satisfied some legalistic opaque formula of weighing. Trials often seem to a test of who can do the least bad job -- if both sides drone out their scripts of openings, not daring to look over the podium at the jurors then who can tell who's doing the better job. Why can't litigators tell their stories convincingly? First, they may not believe their own stories enough. Second, institutional pressures, the "platooning" of responsibilities prevalent in large firms and just simple fear, fear of doing other than the plodding jobs they have seen in court, fear of reaching out and trying to understand the feeling of the decision makers, and their fears may stand in the way. Also, there is ignorance. There are countless ways to do things at trial poorly and a mere handful of people who do them really well. Spence's book addresses the fear, the ignorance and how to be credible and why.

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