

Selected Acclaim

The Articulate Advocate: New Techniques of Persuasion for Trial Lawyers

by Brian K. Johnson and Marsha Hunter

The Articulate Advocate shows you how to use your body, brain, and voice to communicate with impact... It belongs on the bookshelf of every trial lawyer, and should be required reading for those learning to be trial lawyers.

—Thomas A. Mauet, Milton O. Riepe Professor and Director of Trial Advocacy, James E. Rogers College of Law, University of Arizona, Tucson, AZ

The Articulate Advocate is a must read for anyone who must speak well before audiences big or small. And for lawyers in court, before the media, or in the boardroom, it is close to malpractice not to read and practice its wisdom.

— Paul J. Zwier, Professor of Law, Emory University, Atlanta, GA

Following the practical advice in *The Articulate Advocate* is proof positive that we all can get better at what we do. A must read for anyone who makes a living in a courtroom, it belongs on the bookshelf of every trial lawyer, young, old, and in between.

— William Jack, partner, Smith Haughey Rice & Roegge, Grand Rapids, MI

... a brilliant little book that I highly recommend to every litigator and litigation associate. It teaches you everything you ever wanted to know about oral advocacy.... Johnson and Hunter convey, in simple language and easily appreciated metaphors, just enough of the science for you to understand how to skillfully use your body's hardwiring and your brain's operating system to maximum advantage.

— Michael Halberstam, Junior Fellow at the Center for Law and Economic Studies, Columbia Law School, New York, NY

... an indispensable guide to effective courtroom communication.... Johnson and Hunter give the trial lawyer an array of strategies to accomplish two key objectives: to overcome "public speaking anxiety" and to act naturally - and therefore sincerely - in a highly stressful and artificial situation. ...[They] enable lawyers to identify and enhance their personal style...and courtroom persona.

— James Carey, professor, School of Law, Loyola University Chicago, Chicago, IL

... a succinct and clearly written guide that will help every courtroom lawyer get more comfortable thinking on their feet while they speak -- and speaking on their feet while they think.

— Steven D. McCormick, Senior Partner, Kirkland & Ellis LLP, Chicago, IL

I have never heard or read anything about communication techniques that compares to the wealth of knowledge Johnson and Hunter possess on the subject. [This] book is essential reading for anyone who wants to try cases. No matter how many trials you may have under

your belt, you'll find many useful and original insights on how to communicate with juries and judges, or simply with other human beings.

— Carol B. Anderson, Director of Trial Advocacy, Wake Forest University School of Law, Winston-Salem, NC

The Articulate Advocate ... captures all of the helpful tips, insightful analogies, and useful drills that work to improve your technique in communicating with fact finders. You can't help but be a more persuasive advocate if you take to heart and put into practice this information.

— Frank Rothschild, former judge and prosecutor, Kilauea, HI

A generation of trial lawyers and teachers of trial advocacy have waited for this book[:] wisdom of thought and instruction for how to say and be a trial lawyer. But more, it is for anyone who would speak for others.

— Thomas H. Singer, Adjunct Professor of Law, University of Notre Dame Law School, South Bend, IN

Johnson and Hunter's insights in this book are better than Prozac and Valium for the nervous litigator.

— The Honorable Nancy Vaidik, State Court of Appeals, Indianapolis, IN

...the quintessential work on presentation skills.

— Robert Stein, Robert Stein and Associates, Concord, NH

[A] manual such as *The Articulate Advocate* is long overdue. It is highly original, clearly written, and extremely helpful.... I have no doubt that this book will be an invaluable guide to young aspiring advocates and to those more experienced hands who are never afraid to keep learning.

— Peter Lyons, Professor, CPD Training, York, England

Through Johnson and Hunter's Technique, self-conscious and insecure advocates have transformed themselves into compelling communicators before juries. Stilted lawyering metamorphoses into persuasive advocacy.... This transformation...can happen relatively quickly. Any and all of the techniques, mini-drills, and exercises described in this book can be applied usefully by [an] independent trainer who reads the book thoughtfully.

— Jay Leach & Cary Bricker, Professors of Law, University of the Pacific, McGeorge School of Law, Sacramento, CA

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