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Sec. A **COURTROOM PERSUASION** 3
A. TWO ASPECTS OF COURTROOM PERSUASION
Persuasive trial advocacy rests on two essential pegs. One peg consists of *content*: does the content of your story support the decision you want a judge or jury to make? After all, even the best "sales techniques" are unlikely to succeed unless you have a good "product" (story) to sell. The second peg consists of *presentation*: do you elicit testimony and convey arguments clearly and effectively?
Part 1 focuses on the content of persuasive trial stories. You'll learn to develop persuasive content from two perspectives. One perspective is the *over-all narrative*. As a litigator, like most story-tellers you want to develop and relate clear and interesting stories. While your courtroom stories may share

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