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NEW PUBLICATION:

The Articulate Advocate: New Techniques of Persuasion for Trial Lawyers

BY BRIAN K. JOHNSON AND MARSHA HUNTER

RELEASE DATE: APRIL 2009.

**MOST TRIAL ADVOCACY BOOKS TEACH *WHAT* TO SAY AND DO IN THE COURTROOM —
THE ARTICULATE ADVOCATE TEACHES *HOW* TO SAY AND DO IT.**

DESCRIPTION

The Articulate Advocate, an illustrated how-to guide, teaches lawyers how to speak persuasively and spontaneously in court. Based on more than 25 years of experience coaching practitioners, Johnson and Hunter's innovative techniques — which incorporate cutting-edge discoveries in linguistics, neuroscience, and sports psychology — help litigators look, sound, and feel natural and polished. Questions asked frequently by lawyers (*What do I do with my hands? Aren't gestures distracting? I tend to talk so fast—how can I slow down?*) are addressed, as well as critical issues such as the effect of adrenaline on public speaking. A must-read for law students as well as practicing attorneys, *The Articulate Advocate* offers valuable insights for business professionals.

web site coming April, 2009:
crowningkingbooks.com

ENDORSEMENTS

"*The Articulate Advocate* is a must read for anyone who must speak well.... It is close to malpractice not to read and practice its wisdom."

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

"A generation of trial lawyers and teachers of trial advocacy have waited for this book.... But more, *The Articulate Advocate* is for anyone who would speak for others."

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

"... an indispensable guide to effective courtroom communication."

—James Carey, Professor, Loyola University—Chicago School of Law.

"... 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, Illinois.

"Super great!.... You can't help but be more persuasive if you take to heart and put into practice *The Articulate Advocate's* helpful tips, insightful analogies, and useful drills."

—Frank Rothschild, former Judge and trial lawyer, Kilauea, Hawaii.

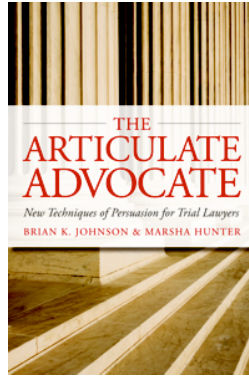
"... a brilliant little book.... More than a powerful toolkit for litigators, Johnson and Hunter convey, in simple language and easily appreciated metaphors, just enough of the science for you to understand how to skillfully use your body's hardwiring and your brain's operating system to your maximum advantage."

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

AUTHOR BIOGRAPHIES

Since 1979 courtroom communication specialist **Brian K. Johnson** has taught trial skills programs in the U.S. and abroad for the National Institute for Trial Advocacy. He currently teaches over 1,000 lawyers each year, and his clients include the National Advocacy Center of the United States Department of Justice, for whom he trains assistant U.S. attorneys in criminal and civil trial advocacy programs. Brian Johnson lives in St. Paul, Minnesota.

With a client base spanning the United States, Canada, and Europe, **Marsha Hunter** specializes in training attorneys how to speak persuasively and spontaneously. She teaches 13 trial skills programs every year for the National Institute for Trial Advocacy, and lectures and coaches lawyers for the U.S. Department of Justice and elite law firms. Marsha Hunter lives in Prescott, Arizona.



The Articulate Advocate:
New Techniques of Persuasion for Trial Lawyers

by Brian K. Johnson and Marsha Hunter

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