

## OPENINGS & CLOSINGS:

### *Start Strong and End Stronger Still*

**Gifted public speakers all know: it's how you start and how you finish that matter most.** From the very first words of your Opening, to the last Closing argument you make, every sentence you utter moves you closer to or farther from the verdict you want. Yet way too many litigators squander precious minutes of oral argument repeating useless bromides that will never help win the case.

**At *The Strategic Image*, we know a more effective approach—one that makes the most of your limited time "at bat."** Because successful oral argument depends not just on skillful oratory, but on knowing what information to put in...and what to leave out.

**Every professional storyteller—whether novelist, journalist, or Hollywood screenwriter—faces this same "in-or-out" dilemma.** The only difference is: the pros have figured it out. They know exactly what to put *in* to grab the audience's attention, know exactly what to leave *out* to keep them riveted in their seats, and know precisely how to make them *care* whether the hero wins or not. With our help, so will you.

**Whether we show you how to deliver a "logline" or how to "save the cat," the pros at *The Strategic Image* will help you grab your jury by the lapels in Opening,** keep them enthralled during Case-in-Chief, then turn them into allies when you close. With years of professional storytelling to our credit, we know not just *what* to do, but *when* and *how* to do it to maximum effect.

**For a trial attorney, learning how to sway a jury with masterful storytelling can be a game changer.** It will take your courtroom presentations, your win ratio, and your career to a whole new level. So why merely "present a fact pattern" or "lay a foundation" brick-by-boring-chronological-brick when you could master the very same techniques that win Oscars and the Pulitzer Prize?

**If you're ready to change the game and out-run opposing counsel by a *mile*, CONTACT US.**

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