

THE EVIDENCE REPORT

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Hal Copeland, Editor

Persuade with Pictures

As Zig Ziglar tells it, "People don't buy facts or even benefits unless they can *see* those benefits ..."

For three months five brokers had been unable to sell a very attractive home.

The classified ad described all the features including "ranch style with fireplace, garage, tile baths", etc.

Then the housewife rewrote the ad to read:

"We've been happy in it but two bedrooms are not enough for us, so we must move. If you like to be cozy by a fire while you admire

autumn woods through wide windows, protected from the street; if you like a shady yard in summer, a clear view of winter sunsets, and quiet enough to hear frogs in spring, with city utilities and conveniences, you might like to buy our home. We hope so. We don't want it to be empty and alone at Christmas."

Next day six people responded. One of them bought it immediately.

Real pictures, or visuals, are even more persuasive than verbal pictures. Seeing is believing to jurors.

How to Distinguish Your Law Firm from the Competition

1. Add a new dimension to your practice.
2. Present gifts, prizes or awards outside the firm.
3. Conduct or sponsor special events.
4. Become a frequently quoted expert.
5. Celebrate a special "day", "week", or "month".
6. Do something unique for the community.
7. Win court cases with professional, effective graphics.

Who are We?

At Litigation Graphics we specialize in creative demonstrative exhibits for settlement, mediation and trial.

As demonstrative evidence specialists, we provide the attorney with visual aids that communicate and get results. Graphic communications can work for you.

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Attitude by Charles Swindoll

The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company ... a church ... a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past ... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude ... I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you ... we are in charge of our Attitudes.

Books in Brief

S.C.O.R.E. for Life, by Jim Fannin

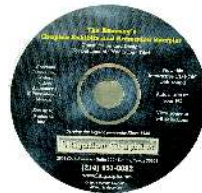
(Collins \$23.95)

The sub-title is *The Secret Formula for Thinking Like a Champion*. The acronym is:

1. Self-discipline
2. Concentration
3. Optimism
4. Relaxation
5. Enjoyment

Win Your Case With Graphics

For a complimentary copy of our CD-Rom, "*The Attorney's Graphic Exhibits and Animation Sampler*" just call: (214) 951-0032 or e-mail to info@litigraph.com



Tom Peters Essentials: Leadership, by Tom Peters

(DK, \$15)

"Leaders are usually not the best on-the-job performers in their field. They are the best at motivating and building relationships through trust, respect, communication and vision."

Anonymous Aphorisms

Thanks to the *Speaker's Lifetime Library* (Prentice Hall) for these:

If at first you don't succeed, sue, sue, sue again.

Everyone is entitled to his day in court — no matter how many days he has to wait.

A court calendar has no pin-ups, but lots of put-offs.

A lawyer's briefs aren't.

Law is a bottomless pit.

Court is the only place where the bench warmer is the boss.

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