

# THE EVIDENCE REPORT

Vol. 3 No. 5

JULY 2006

Hal Copeland, Editor

## How to Listen

“Don’t just listen to what the person is saying. Picture it,” says Harry Beckwith, author of *What Clients Love* (Warner Books).

“As he speaks, create a visual image — a movie, even — of his story. This will help you understand, follow, and remember his story — and even help you remember it a month later. It can help you remember that Sue Crolick’s daughter, Jessie, is living in a well-worn Victorian near Haight-Ashbury in San Francisco, and that Jessie’s boyfriend is training for the Olympics in the triathlon after switching from rowing. If you retained only the words of that story and not the images, you would likely forget it the next day.

**Don’t listen with your ears. Listen with your eyes.**

**E**nthusiastic people attract others. Often enthusiasm is a reason friends, relatives and associates will invest their time or money in you or your firm.

## A 30-Second Mystery

### THE CASE

A group of four comes together and follows a road they believe will lead to enlightenment. The group’s leader brings along a trusted companion.

### THE MYSTERY

What is the name of the leader’s companion and in what city does the road end?

### THE CLUES

All four members of the group sing.

You won’t find the city on any map.

There are no signs on the road.

The leader’s companion has four legs.

The city is named after a precious gem and the road is made of brick.

The leader and her four-legged friend aren’t in Kansas anymore.

### THE SOLUTION?

Please see *Solution* on page 2.

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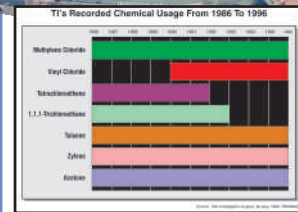
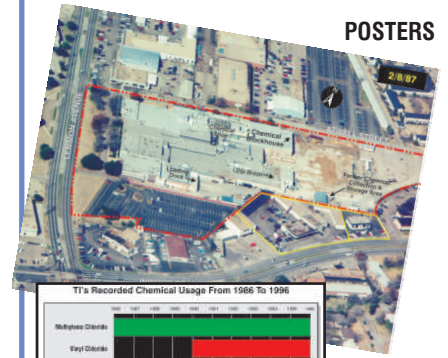
## Litigation Graphics<sup>SM</sup>

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## Our “Top Ten” Graphics Requests For Settlements And Trials

POSTERS

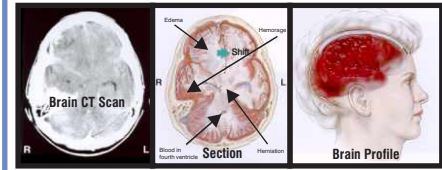


MAPS

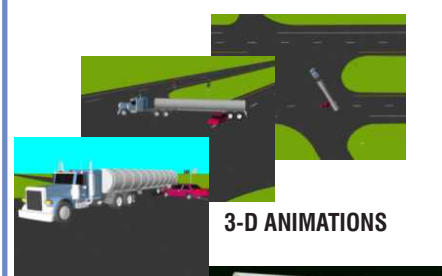
PHOTOS

CHARTS

TIMELINES



TECHNICAL ILLUSTRATIONS



3-D ANIMATIONS



ON-LOCATION & DAY-IN-THE-LIFE VIDEOS

3-D MODELS

POWERPOINT PRESENTATIONS

**SOLUTION** *from page 1*

The animal's name is Toto and the road ends in the Emerald City.

## Recognition is the Key

The most vital activity in which you can engage is to recognize and appreciate others.

### The Positive Attitude Wins

People with positive attitudes attract more opportunities, increase their income and improve their relationship with others.

### What Makes you Unique?

Make a list of three things that are unique about yourself, and your law firm. Communicate these qualities and your value will increase.

### The Power of Credibility

People are more likely to buy when an opportunity is presented by a person with credibility. The messenger is often more important than the message.

## Persistence Overcomes Failure

Henry Ford failed and went broke five times before he finally succeeded.

Eighteen publishers turned down Richard Bach's 10,000-word story about a "soaring" seagull, *Jonathan Livingston Seagull*, before Macmillan finally published it in 1970. By 1975, it had sold more than 7 million copies in the United States alone.

Richard Hooker worked for seven years on his humorous war novel *M\*A\*S\*H\**, only to have it rejected by 21 publishers before Morrow decided to publish it. It became a runaway best-seller, spawning a blockbusting movie and a highly successful television series.

Babe Ruth, considered by sports historians to be the greatest athlete of all time, and famous for setting the home-run record, also holds the record for strikeouts.

Winston Churchill did not become prime minister of England until he was 62, and then only after a lifetime of defeats and setbacks. His greatest contributions came when he was a senior citizen.

*"Every calamity is a spur and valuable hint."*

— Ralph Waldo Emerson

## Litigation Graphics Uniquely:

- 1 - has created graphic exhibits to help attorneys settle cases and win at trial since 1988,
- 2 - consults to arrive at a thematic Case Visual Strategy, followed by graphic exhibits and presentations support that theme,
- 3 - reports that, "The last 8 Video Settlement Brochures we created have lead to successful case settlements before trial."

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A newsletter published by

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