

THE EVIDENCE REPORT

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Hal Copeland, Editor

Build Your Law Practice by Doing What Comes Naturally

Every law firm is brilliant at something, but sometimes it's hard to identify. A single-minded focus on the brilliant things your firm does naturally can unify your marketing communications and attract new clients like a beacon on a lighthouse, according to Ceila Rocks, author of *Brilliance Marketing: Let Your Strengths Build Your Business* (ISBN;1-889150-39-8).

One way to start the search for brilliance is to ask every staff member to complete these sentences:

"I am happy at work when ..."
"What sets us apart from the competition is ..."
"We are able to do this because ..."
Another way: Call clients who have provided referrals and ask them why they did so. Their reasons may surprise you.

Many litigators present their case story verbally and do it well. Others brilliantly complement their verbal message with visual presentations, using the right demonstrative exhibits. This combined verbal/visual strategy leads to understanding more quickly, getting even better results. After one case, Dallas attorney Brian D. Melton commented, "Your large timeline with colorful overlays conveyed a lengthy history in a

succinct manner that persuaded my audience and aided my case."

Use of graphic exhibits often helps settle a case at pre-trial meetings. For example, attorney Jesse Cuellar reported, "Your efforts in creating a video settlement brochure were well worth it. The computer-animated re-enactment was particularly effective."

When should you involve your Demonstrative Evidence Specialist? After discovery and 30 days in advance of trial.

In trial, think of using visual exhibits in various media at five or more stages: 1) Prospective juror examination, 2) Opening statement, 3) Evidence presentation, 4) Closing argument, and 5) Jury charge.

Currently, media chosen may be posters and anchor boards, video brochures, animations, 3-D models and interactive electronic presentations such as PowerPoint, Acrobat, or Sanction II.

Technologies on the horizon will be holograms, 360-degree virtual worlds and those yet to be invented. Tap into your brilliance today. The planning all begins at a visual consultation session with **Litigation Graphics**, at your office or ours.

Litigation GraphicsSM

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Dates Open for New Graphics Demo

Some current and future dates are available for the 20-minute program, "The Attorney's Graphic Exhibits and Animation Sampler."

Marsha Drebelbis introduces the program, a new interactive CD-ROM with narration and music, which will also be distributed for **Litigation Graphics** within the Texas Trial Lawyers Association 2004 Membership Directory & Desk Reference this month.

To schedule the program for your organization or litigation department, please call (214) 951-0032.

No Surprise Here

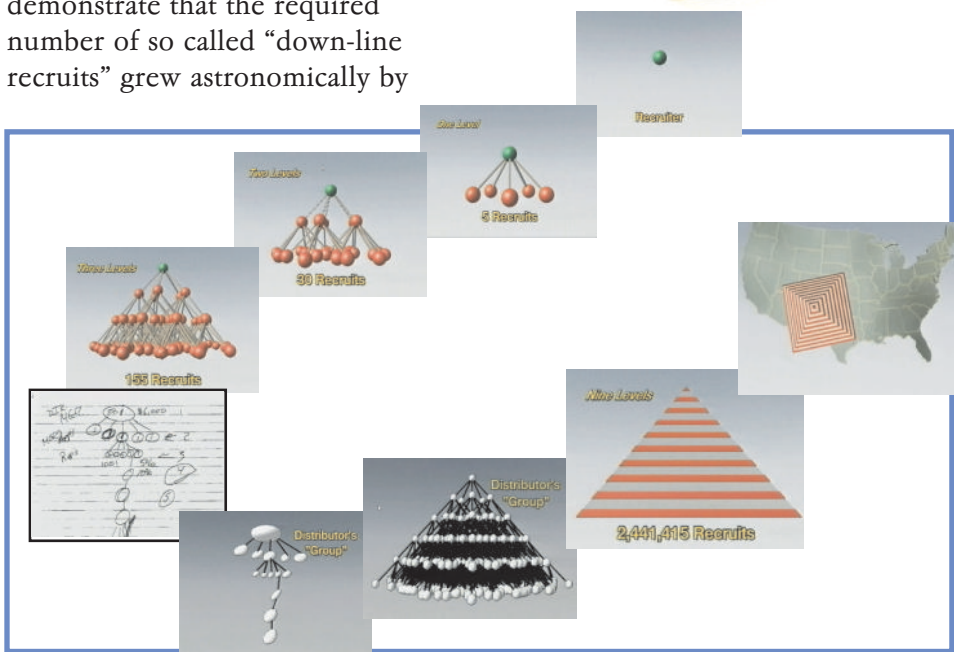
After Clarence Darrow had solved a client's problem, the client asked "How can I ever show my appreciation?" The lawyer replied, "My good friend, ever since the Phoenicians invented money, there has been only one answer to that question."

Excerpts from our new interactive CD-ROM

“With the recent increase in corporate stock scandals, accounting fraud and other corporate wrong-doing, it has become increasingly more important to be able to explain the complexities of corporate malfeasance to juries. In this class action lawsuit, a classic pyramid scheme was set up — designed to benefit only the top people in the company.”

“Using the company leader’s cryptic diagrams, we were able to demonstrate that the required number of so called “down-line recruits” grew astronomically by

hundreds of thousands. **Litigation Graphics’** animated illustrations assisted in the settlement of the case — a \$40 million award to the class, and further prohibition of the defendant from operating his business in any state.”



Thanks for Your Feedback!

We appreciate your comments from the May newsletter — calls for speaking dates and other requests. No response will ever be ignored. We promise. You will enjoy receiving *The Evidence Report* earlier each month as an “E-Letter” (by e-mail).

To do so, send us an e-mail request to info@litigraph.com with “Subscribe” in the subject line. Place name, firm, address and phone in the text box. No personal information will be traded, sold or shared. Or call (214) 951-0032. Thanks!

We Have a Winner

James Burnett of Burnett, Trahan and Midlo, LLP, was the first to phone us when he spotted the misstatement in the May issue of *The Evidence Report*. He correctly noted that *Old Man and the Sea* was written by Ernest Hemmingway, not F. Scott Fitzgerald. Mr. Burnett will receive the prize of our Interactive CD-ROM Sampler and a Credit Award toward services at Litigation Graphics.

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