

THE EVIDENCE REPORT

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Hal Copeland, Editor

How To Get People To Retain Your Services

Why do some people have more business than they can possibly handle — while others just scrape by? One reason is because they have the ability to make people WANT to do business with them. How do you develop that kind of personality? That's the subject of author and seminar leader Bob Bly. Please see page 2.

The Case For Graphics In Litigation

What would these Academy Award winners be without pictures?

“Titanic”, “The Godfather”, “Chariots of Fire”, “Braveheart”, “Gandhi”, “Patton”.

Since audiences retain 85% when a message is both seen and heard, a verbal presentation without visuals fails to gain maximum effectiveness.

When can you use visuals or graphics in court?

- Prospective juror examinations
- Opening statements
- Evidence presentations
- Closing arguments
- Jury charge

What media shall you choose?

- Posters, charts & timelines
- Custom magnetic exhibits
- 3-D models
- Video productions/animations
- Electronic presentations

Drebelbis is President-Elect of DESA



Marsha Drebelbis, founder and president of **Litigation Graphics**, has been elected president-elect of the Demonstrative Evidence Specialists Association (DESA) for 2004-05.

The nationwide non-profit organization is dedicated to establishing and maintaining levels of excellence in the preparation and presentation of demonstrative evidence. DESA will conduct its annual convention in Dallas during her presidency in 2006.



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Answers To Mystery

Our August issue asked readers to solve a “30-second Mystery”.

A famous man has plotted the deaths of well over a hundred people, many of whom were royalty. Some survived, but many did not. The man is famous the world over for what he's done, yet he's never been tried by a court of law. The mystery: Who are the man's two most famous victims and what is the man's name?

The answers:

Romeo and Juliet; and William Shakespeare

(From *30-Second Mysteries*, published by Spinner Books.)

Anticipation

“There is one thing which gives radiance to everything. It is the idea of something around the corner.”
G. Chesterton



Contact Us

For our interactive CD-ROM presentation or our brochure, please contact Litigation Graphics by phone at (214) 951-0032, FAX (214)951-0267 or e-mail info@litigraph.com.

Getting People To Retain Your Services

By Bob Bly

All of us are born with a certain amount of charisma — but some people have a special kind. They have what is called a “magnetic selling personality.” In other words, others not only feel drawn to them and want to have a relationship with them...they also want to do business with them.

Here are some things you can do to develop this skill.

1. People tend to do business with people they like. So, behave in a way that makes you likable. Be polite and patient. Avoid being crude, rude, gruff, or impatient. That sort of thing.
2. People are attracted to people who keep their word. So when you make a promise, do exactly what you promised, by the time you promised — or sooner.
3. People are attracted to people whom they believe have their best interests at heart. They know you have their best interests at heart when they hear you give them advice that benefits them the most, in spite of the fact that you won't make any money by doing so.

4. People are attracted to people they believe are experts in their fields — the “gurus.” To use this principle, first you need to actually become a leading expert in your field through practice, research, training, education, and study. Then, do things (such as writing articles and books or giving speeches) that demonstrate your expertise to others, including potential clients.
5. People are attracted to people who are honest, ethical, and aboveboard.
6. People are attracted to people who are physically attractive, or at least not physically repulsive. So eat right. Exercise. Stay fit. Be well-groomed. Dress well. And pay attention to your personal hygiene.
7. People are attracted to people who listen and really hear what they are saying. Remember the old cliché: You have two ears and one mouth, so you should listen twice as much as you talk. Actually, for best results, you should spend 80% of any conversation listening and talk only 20% of the time.

GRAPHICS TIP

Magnetic Exhibits Hold Attention

“It took only 15 minutes of my presentation with your custom magnetic exhibits; the jury believed me from then on.”

S. Michael McColloch, McColl & McColloch

Use this low-tech solution to interactive demonstrative aids effectively on timelines, photographs, and accident reconstruction diagrams — whenever you need objects to move over a background. Unveil key items step by step with magnetic add-ons or covers that pull off, and therefore help your audience follow a complex story with ease.



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