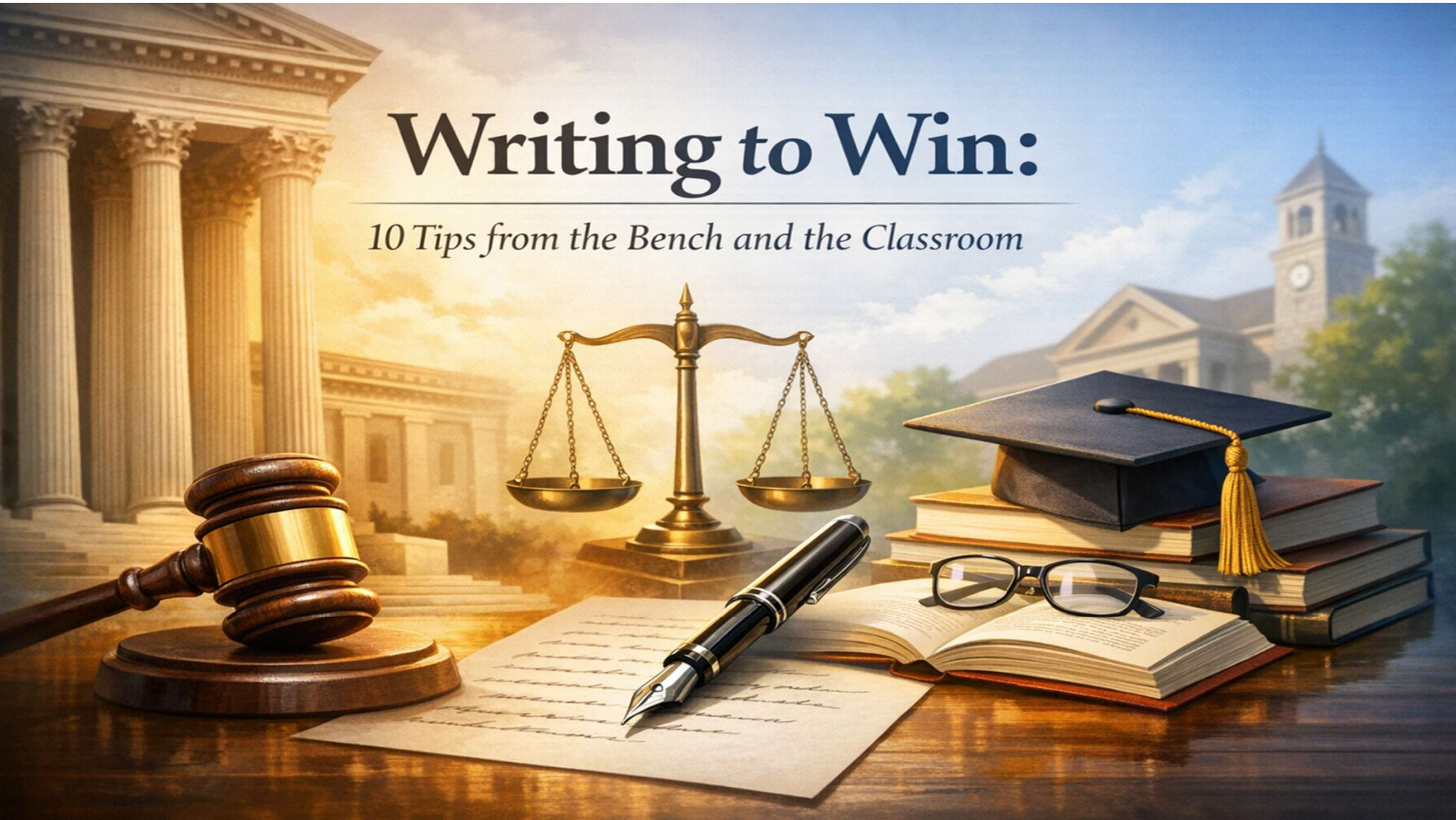


Writing to Win:

10 Tips from the Bench and the Classroom



Introductions

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The logo features the words "THE", "TOP TEN", and "LIST" in a stylized font. "THE" is in white, bold, sans-serif capital letters inside a blue-outlined rectangular box at the top. "TOP TEN" is in large, red, 3D block letters with a white outline, set against a yellow oval background with a blue border. "LIST" is in white, bold, sans-serif capital letters inside a blue-outlined rectangular box at the bottom. The entire design is set against a dark blue background with a subtle gradient and a thin blue border.

THE
TOP TEN
LIST



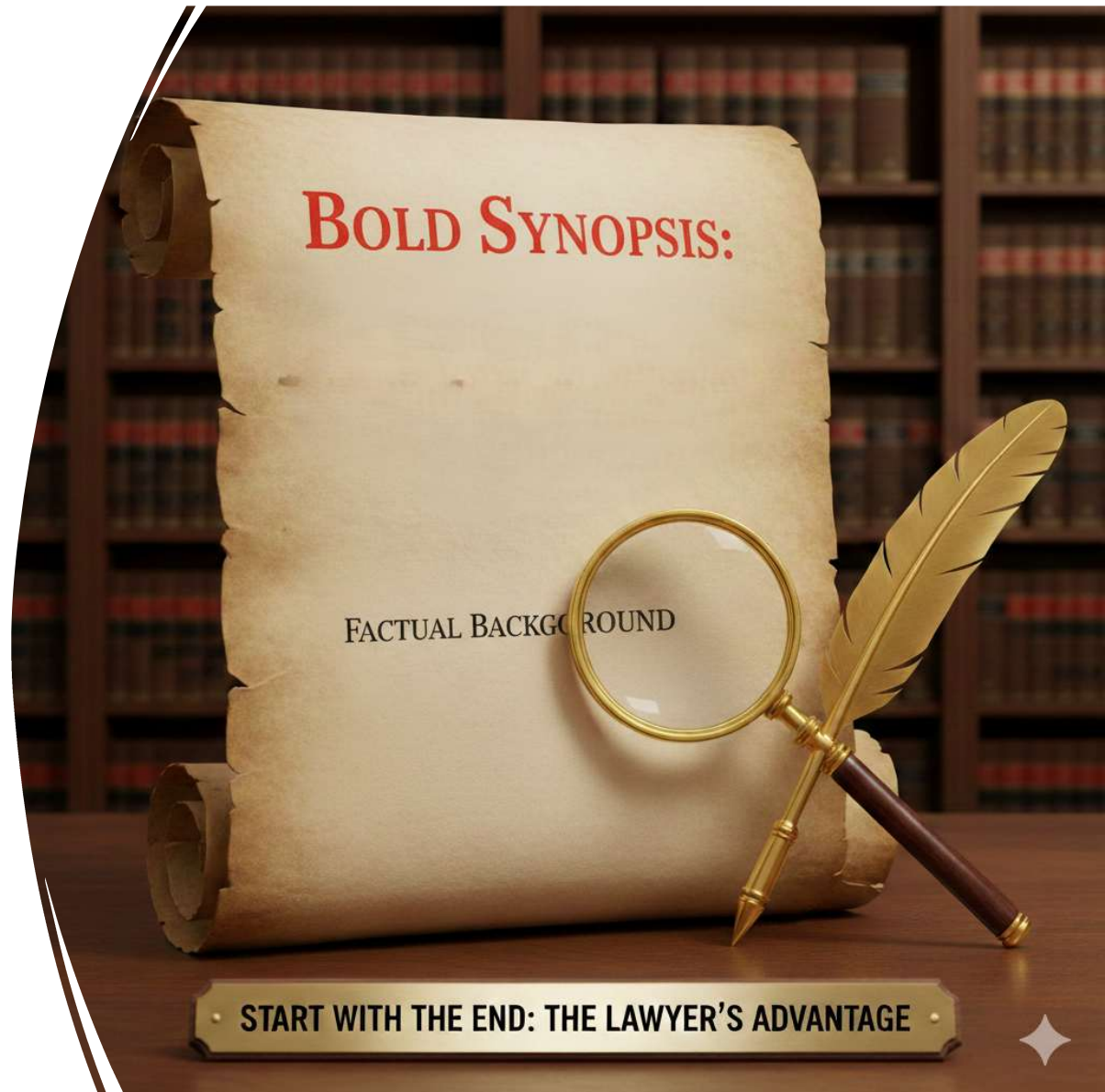
Tips 1- 3: The Start



Number 1:
Write
Backward



Number 2: Begin with Bold Synopsis



Tip 3: Convince Up Front



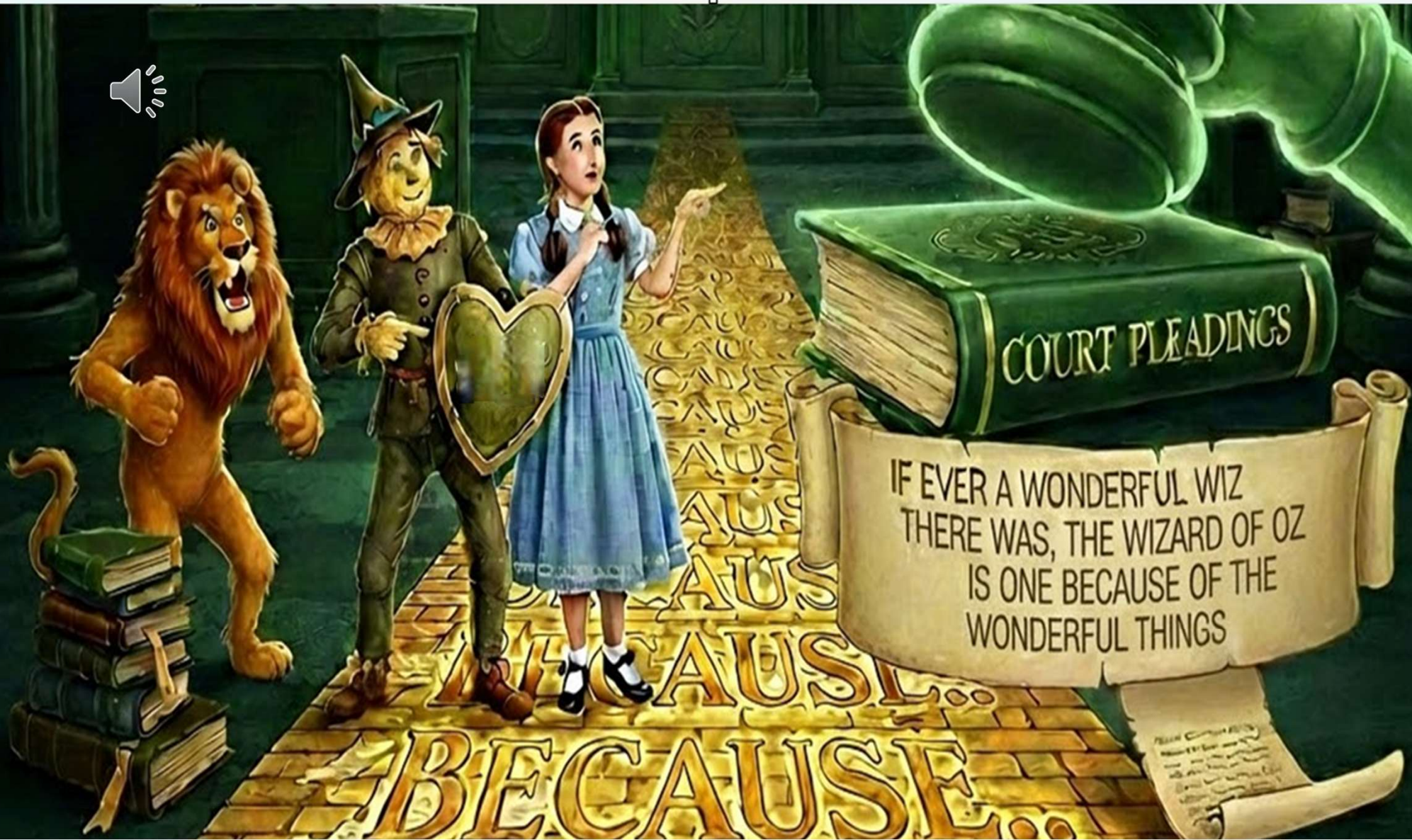
What are we here on?

Tips 4 – 6: Credibility & Trust



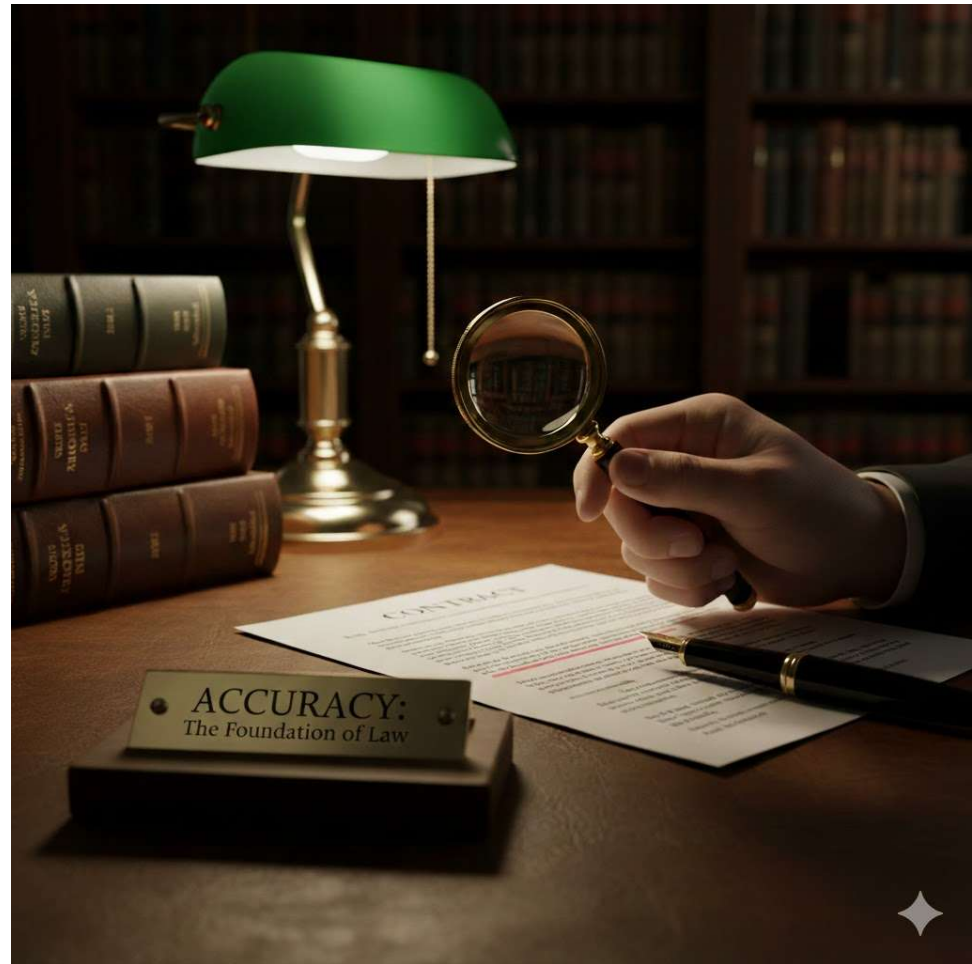
Tip 4: The “Because” Factor





IF EVER A WONDERFUL WIZ
THERE WAS, THE WIZARD OF OZ
IS ONE BECAUSE OF THE
WONDERFUL THINGS

Number 5: Reputation



Number 6: Proofreading

Accurate Grammar,
Structure, and Citation





PROOFREAD



Spelling



Grammar



Accuracy

Type of Error	What the Judge May Think	What the Lawyer Loses
Typo / Grammar	“This lawyer is careless.”	Professional Respect
Bad Structure	“This lawyer is disorganized.”	Narrative Control
Wrong Citation	“This lawyer is dishonest or lazy.”	Trust

Tips 7 – 8: Editing Process



Number 7: The 50% Rule



Number 8: Read Aloud



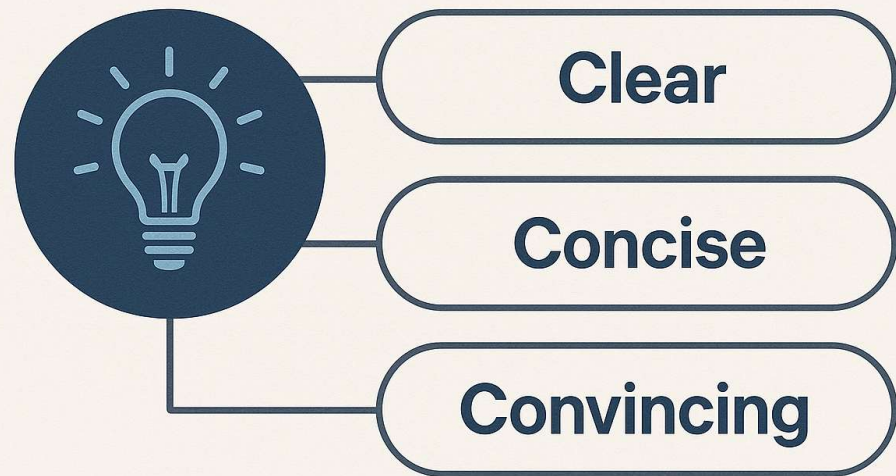
Concluding Remarks



Number 9: Be an Advocate



Number 10: The Three C's



Questions & Answers
