

# TELL THE WINNING STORY for Trial Lawyers

is not a typical book, seminar, or boot camp teaching "communication skills," since none of these reach the heart of the problem: unlocking your ability to deliver a powerful performance and awaken your hidden power to connect, evoke potent emotion, persuade and win. Come experience why a growing number of top trial lawyers in the country consider **Tell The Winning Story** to be the "#1 Communication Breakthrough Program" that will help you win...inside and outside the courtroom stage!

**Tell The Winning Story** is a communications effectiveness program developed and perfected by Jesse Wilson, a renowned communication specialist and jury trial consultant. He started as a Juilliard School graduate and after 20 years in the theater, translated his "lessons from the stage" into a peak performance success tool for Lawyers, Leaders and Entrepreneurs—with impressive results.



## SPRING 2018 CLE SEMINAR DATES:

**March 29, 30, & 31, 10 a.m. - 5 p.m.**

**May 24, 25, & 26, 10 a.m. - 5 p.m.**

At Cottonwood Center for the Arts  
in Downtown Colorado Springs, CO

Each seminar is \$850 per attendee.

## LEARN EXCEPTIONAL TRIAL STRATEGY & STRUCTURE – Get Organized & Lock up the Logic.

The strategy includes what you need to convey, and the exact sequence to logically convince the jury. The structure includes the tactics to ensure it is all organized and documented. Weaving the Winning Story within this process ensures a unique 3rd dimension: an emotional framework. We'll focus on case consulting, case analysis, and trial preparation, with expert assistance to help you select juries, prepare witnesses, and deliver your case with logic-intensified by the right emotion to convince the jury.

## MASTER CRITICAL TRIAL & STORY SKILLS – Get Beneath the Surface.

Basic workshops cover the mechanics of trial preparation. However, it is the underlying emotion that adds the heat that can then be channeled and strategically released. A winning story uses narrative hooks, tension, conflict, and resolution. You'll learn how to effectively organize and implement dramatic story mechanics to drive the plot forward and keep your audience engaged and wanting more.

## PERFECT THE RIGHT EMOTIONAL STORY – Pull it All Out.

It is hard to inspire empathy in a juror if you can't communicate your own personal connection with your client. Once you identify the conflict in your client's story, you can balance the tension in your favor. You will learn to develop a "monologue" that revisits the most critical elements so the jury jointly feels your client's unexpressed and raw pain—and realizes the absolute need for redress.

## TELL THE WINNING STORY – and WIN Your Case.

The final polish to your story is the art of Delivery—and there is no greater teacher and coach than Jesse using theater arts, combined with communication science. You'll walk out with new and valuable skills, including vocal variety (pitch, pace, pause, inflection, articulation, and breath), body language, and stage presence. By harnessing the raw power of the theater perfectly paired with cutting edge trial skills, **Tell The Winning Story** will force you out of your comfort zone to help you discover the art and science of telling your client's story, and connecting with your jurors—to win your case.

TO REGISTER OR LEARN MORE, CONTACT ANNIE PIEPER:  
**719.520.1899 • [classes@cottonwoodcenterforthearts.com](mailto:classes@cottonwoodcenterforthearts.com)**