

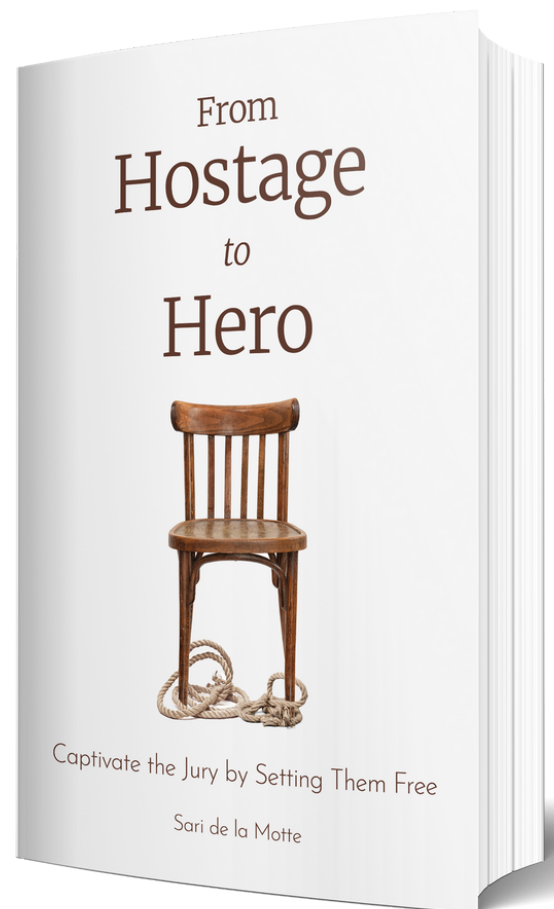
Why is it so hard to get jurors to take action for your client?

JURORS ARE HOSTAGES

Trial kidnaps jurors and demands they participate in a process they don't understand nor believe in.

In this book, you'll learn:

- How trial threatens a juror's brain
- Why jurors hate the hobby question
- Why many of your attempts at building rapport and trust backfire
- The four steps you must take to move jurors from hostage to hero
- How your role changes as trial progresses
- Why nonverbal intelligence is essential for trial attorneys
- Nonverbal skills to engage the jury
- Skills for voir dire, opening and closing
- ...and more!



By reading this book, you'll learn how to release your fear and focus your sights on the real enemy. You'll learn how to convey meaning and purpose to the jury, so they'll wake up and want to actively participate. You'll learn how to nonverbally communicate your leadership so jurors will follow. And you'll learn how to inspire jurors to act, so they can help your client and become heroes themselves.

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