



1



2



## WAYS TO GET YOUR STORY OR THEME?

FACTS OF CASE

INFORMAL FOCUS GROUPS

TALK TO NEIGHBORS, FRIENDS,  
LAWYERS

MOST PEOPLE ARE WILLING TO HEAR  
AND GIVE THOUGHTS ABOUT A CASE



3



## AUDIENCES ARE ALL BASICALLY THE SAME



4



WHAT DO  
JURORS  
EXPECT?

5

THE RULES OF STORYTELLING AND CASE  
PRESENTATION HAVE CHANGED

6

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](https://utcle.org/elibrary)

## Title search: Storytelling and Themes

Also available as part of the eCourse

[Car Crash Trial Tactics \(2024\)](#)

First appeared as part of the conference materials for the  
2024 The Car Crash Seminar session

"Storytelling and Themes"