



# WHAT THE JURY WON'T TELL YOU:

*HOW TO WIN THEM OVER & WIN THE CASE*

*How do you turn a hostile group into one that not only wants to participate but help your cause?*

*How do you build a vision with a group of people who view you as the enemy?*

*How do you tap into the emotion of jurors so that they can make a good decision for your client?*

## PRESENCE

The most important function of the jury is to make a decision, and good decisions require a willingness to participate in the decision making process. Jurors are, for all intents and purposes, hostages. Our job, then, is to turn them into volunteers: volunteers who eagerly want to join our cause and who share our vision. This takes more than just a clever argument or good facts. This takes presence.

Join Sari de la Motte where she'll discuss:

- The four components of presence and how to increase your presence in the courtroom and in life
- The two universal communication styles and how to use them to your advantage
- Why you should never, ever, and I mean ever use the "What are your hobbies?" question in voir dire
- The difference between presence and charisma and concrete steps to grow them both
- The power of the pause and why you must overcome your fear of silence
- How to "command the room" so that jurors understand you're the leader and in charge
- And more!

Sari de la Motte is nationally known as 'the Attorney Whisperer.' She specializes in helping trial attorneys communicate with jurors. Based in Portland, Oregon, she helps attorneys all over the United States prepare for trial and is an expert in nonverbal communication. You can learn more at: [saridlm.com](http://saridlm.com)