

**WINNING BY DESIGN:
The Masterful Way to Win in Court
A 1-Hour CLE**

When you become a master storyteller in court, your win ratio soars. How do you become a master storyteller? You tap the wisdom gleaned from decades of social science research and employ the dramatic storytelling techniques perfected by Hollywood screenwriters and television news.

Veteran broadcast journalist (60 Minutes, 20/20, Frontline), award-winning screenwriter, and experienced Trial Consultant, Karyn J. Taylor of The Strategic Image will show you how to do exactly that. Karyn works with trial attorneys who want to win cases not by chance, not just by smart lawyering, but by *design*. She turns trial lawyers into master storytellers who can minimize the unpredictability of the verdict and maximize the odds they'll win—not just when the stars align or on a “good” day, but each and every time they go to court.

To boost your win ratio and that of all the attorneys at your firm, schedule a FREE presentation of Karyn's eye-opening, one-hour CLE, WINNING BY DESIGN: The Masterful Way to Win Court. During the hour, you will learn:

- Why lawyers *really* lose cases (it's not why you think)
- How the jury pool has *changed* (and what you must do in response)
- What law school never taught you (that you must know to *win*)
- Why standard trial presentation techniques create a huge *disconnect* with jurors
- What jurors need from you (that will help them help *you*)
- Five storytelling techniques Hollywood uses that you can use to get the *verdict* you want.

Why wait a moment longer to learn the secrets to giving a masterful performance in court? To schedule a FREE WINNING BY DESIGN CLE at your firm and maximize the odds of winning *your* very next case, call us at 1-773-783-5900.

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TESTIMONIAL:

"Karyn -

I wanted to send a belated thanks to you for your outstanding presentation at the IICLE [Illinois Institute of Continuing Legal Education] program in June. My expectations were high, but you absolutely shattered them. Feedback from attendees was outstanding.... You will help lawyers become better advocates and obtain better results for their clients."

Thomas W. Dillon
KONICEK & DILLON, P.C.
Geneva, IL