

Contents

Acknowledgments		ix
Introduction		xi
PART ONE	The Art of Public Speaking	1
Chapter One	Why Work at It?	3
	My “Friendly” AMI™ Method of Public Speaking	4
AUDIENCE		
Chapter Two	The Audience Matters	7
	Your Audience: Six Questions	7
	Seven Audience Types	10
	Audience = People	20
MESSAGE		
Chapter Three	Create a Memorable Message	23
	Be Brilliant at the Basics	23
	Four Types of Speeches (and the One on Which to Concentrate)	24
	Different Presentation Methods, Different Results	24
	Reviewing the Five Steps to Build Your Message	43
Chapter Four	How You Start, Finish, and Move	45
	Why Does Your Introduction Matter?	45
	What Should Go into Your Introduction?	46
	Delivering a Successful Introduction	59
	Catchy Conclusions	61
	Effective Transitions	65

vi Contents

Chapter Five	Rhetorically Speaking	67
	Similes and Metaphors	67
	Analogies	68
	Rhetorical Questions	68
	Alliteration	69
	Repetition	70
	Antithesis	72

IMAGE/DELIVERY

Chapter Six	Your Image Does Matter	73
	Your Presence Is Doing the Talking	75
Chapter Seven	Pitch-Perfect Delivery	81
	Eye Contact Means Everything	81
	Energy Is Good. Energy Is <i>Great!</i>	83
	The Problem with Podiums	84
	Gesture Like You Mean It	86
	Vocal Dynamics	87
	Practice Makes . . . Well, You Know	92
	Additional Tools	93
	Don't Leak Your Feelings	94
Chapter Eight	Overcoming Your Fear	97
	Own Your Fear	97
	Sources of Anxiety	98
	18(!) Ways to Manage Your Fear	99
	Five Ways to Face Your Fear	102
	Freedom to Fail	105
Chapter Nine	Addressing New Technology	107
	PowerPoint—The Devil's Software Program	107
	PowerPoint, Part II: I Can't Quit You	109
	Best Tips for PowerPoint Use and Delivery	111
	Creating PowerPoint Slides That Don't Suck	113

	Handouts from Hell	119
	Webinars and Teleconferences	121
Chapter Ten	Getting Your Audience Involved	123
	Q&A about Q&A	123
	Opening Up the Floor	124
PART TWO	Just for Attorneys	129
Chapter Eleven	Oral Argument Is a Dialogue, Not a Monologue	131
	Eight Rules from the Bench	131
Chapter Twelve	Appellate Oral Argument: A Purposeful Conversation	141
	Preparing for Oral Argument	141
	Presenting the Argument	143
Chapter Thirteen	Opening Statements	147
	Opening Statement Theme	147
	Opening Statement Strategy	148
	Anatomy of an Opening Statement	149
	Delivery	150
Chapter Fourteen	Effective Closing Arguments: The Law and the Craft	153
	The Law	153
	The Craft: How and What You Should Argue	154
	The Presentation	157
	Concluding Counsel	158
Chapter Fifteen	Final Notes on Trial Advocacy from Judges	159
	Golden Rule #1: Passion Is Your Friend	159
	Golden Rule #2: Choose Your Trial Theme Wisely	160
	Golden Rule #3: Tell Your Story	161
	Golden Rule #4: Use Visual Aids When Possible (but Don't Overuse Them)	162

viii Contents

	Golden Rule #5: Watch the Clock	163
	Golden Rule #6: Know the Rules and Be Prepared	164
Chapter Sixteen	Working with the Media: Getting the Basics Right and Knowing When to Get Help	165
	The Basics: Media Interview Rules	165
	When to Get Help	169
	And Finally: The One-Minute Media Bible	170
	Conclusion	173
	Resources	175
	About the Author	181
	Index	183