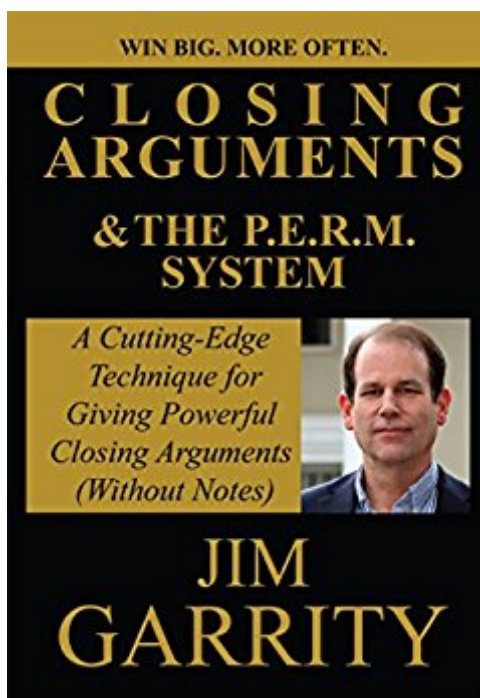


The book was found

Closing Arguments & The P.E.R.M. Technique: Win Big, More Often



Synopsis

Learn the easy system for giving emotionally-powerful closing arguments without using a single note. This is a practitioner's how-to guide, written for quick absorption and immediate use. It is aimed at practicing trial lawyers who handle civil, criminal and administrative proceedings. As such Garry's book is short - fifty pages in the print edition - and gets right to the point, explaining the four prongs of the technique, citing the psychological studies showing why they work, and explaining how to easily implement his system. Garry observed, after appearing as counsel in nearly 2,000 federal and state court cases, that many trial lawyers step to the podium for closing arguments with nothing more than a legal pad full of hastily-written, disjointed notes. The result is that these lawyers often make final arguments without a cohesive theme. Sometimes the arguments seem out of order, lack emotion and force, and simply rehash basic facts. Concluding that there had to be an easier and better way to make powerful summations, Garry spent two years reviewing hardcore psychological research on the science of "compliance" - the art of persuading others to accept a particular statement or argument as true. After all, closing arguments are the ultimate effort in message persuasion. The research led Garry to conclude that when it comes to closing arguments specifically, it's not the message that matters most. It's how you present it - your "messaging mechanics." He stresses that the jury has already heard your evidence - much of it twice because of the penchant of most litigators to repeat things to make sure the jury "gets it." So closing is the time to persuade the jury to believe you, and to believe your message. His simple, note-free system emphasizes pathos (or passion as Aristotle defined it), eye contact, rhetoric and metaphors. This is the PERM system. Garry's technique combines these four compliance elements supported by the more than forty research studies he lists in the opening pages to offer you a transformational approach to closing arguments. How do jurors react? One juror told Garry after a trial that it was "...one of the most moving experiences I have ever been through...I was....honored and humbled to be part of it|very powerful, very moving|It was your belief in the righteousness of the situation."

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Customer Reviews

Incredible book. I've been looking for a fresh approach to closing argument. I love this one and love the fact the author is a hardcore litigator with heavy experience. I don't want theory. I want what works and wins cases, from someone who does it. I also like that it's short, gets right to the point and tells me exactly how to implement the technique. The tips for giving closings without any notes at all is clever. Can't believe I didn't think of this before.

Fantastic system for litigators. It's hard to come up with fresh powerful closings. They are just hard to do because I don't have much notice between the end of the case and the start of closings. I have always felt closing arguments are the most critical part of the trial because it's the last time I get to talk to the jury and the only time I can bring all the evidence together. This is a marvelous system because it takes the weaknesses of the closing argument situation - no time to prepare, a bit of helter-skelter disorganization, a tendency to just repeat all the evidence you can think of rather than to use advanced persuasion and messaging techniques to WIN - and proposes an integrated, four-part approach to powerfully inspire the jury to see justice on your terms. It's a great program.

Great stuff. I ordered the book and have passed it around the office. We're all going to try this technique. I especially like that Garrity has come up with a way to give closing arguments without notes. Genius idea. I have told my lawyers for years that passion and authenticity wins cases. Eye

contact too, and that's where his approach for going note free is perfect. I won't give it away here, but it's worth the price, for sure.

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