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Torrance, CA

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Practical Advice for Anyone Who Needs to Be Liked in the Courtroom

Trial attorneys who are interested in coming across as likeable in the courtroom should check out the recent article by Katharine James in [The Jury Expert](#), entitled, [How To Present Yourself In Court To Be Optimally Likable and Persuasive](#).

In the article, James discusses ways that attorneys can better present themselves in court, and how they can be seen as more likable and persuasive by the jury. James points out that while attorneys' arguments are a critical part of his/her case, it is equally important **how** those arguments are presented to the jurors and how the attorney is perceived.

Among her suggestions are to "Really Listen, Smile More than You Frown, and Make Great Eye Contact." But at the top of the list is the oft-heard adage to, "Be Yourself." As James points out, this is often said but not always so easily done. Read the full text of her article [here](#) for some practical and actionable advice about achieving not only a likeable – but even more importantly – a **genuine** persona in the courtroom. Because once you get genuine down, likeability and persuasiveness will naturally follow.

This article mostly speaks to attorneys and how they can strengthen their effectiveness for trial. But why not expand this notion to witnesses on the stand as well? After all, it is equally important that witnesses are perceived as knowledgeable, believable and likeable. Expert witnesses who are interested in maximizing their persuasiveness potential will want to follow each of the steps outlined in James' article. But anyone who's interested in strengthening their witness prep skills for any type of case will find helpful tips and strategies that may be modified to fit a variety of situations.

[The Jury Expert](#) is a publication of the [American Society of Trial Consultants](#).

Katherine James is one of the founders of ACT of Communication, a litigation consulting firm that specializes in live communication skills for lawyers and witnesses. ACT's website is <http://www.actofcommunication.com/>.

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