



THE HARTFORD COUNTY BAR ASSOCIATION IS PROUD TO PRESENT A SPECIAL PROGRAM



Prof. Matthew R. Litt's The Art & Science of Persuasive Writing



A Live Workshop

This program qualifies for 4.0 hours
(1.0 Ethics) of CT & NY CLE Credits

Friday, October 27, 2017

9:00-1:30

Price:

HCBA Member: \$135

Non-Member: \$235

Law Student: \$65

Price includes: breakfast, seminar,
written materials & lunch



An innovative workshop providing lawyers at all levels of experience with unique perspectives and techniques to improve their writing and ignite their enthusiasm for the art & science of persuasive writing. With a focus on practical application for busy attorneys, you'll return to the office ready and eager to write your next brief!

Thank you to our HCBA Committee

Michael Menapace

Kathryn A. Calibey

Daniel M. Salton

Elisabeth M. Swanson

TIMED AGENDA

9:00 – 9:30

The Key to all Persuasive Writing – An Introduction to *Why*?

The key to persuasive writing can be boiled down to keeping your goals in mind and remembering to constantly ask *Why*? Why are you writing this brief? Why are you citing to a particular case? Why are you beginning with a particular fact? Why are you referring to the Plaintiff by a particular name? A lawyer's focus and writing improves exponentially when he or she constantly thinks through his or her *Why*?

9:30 – 10:00

Examining the Best – A Study of Abraham Lincoln & The Profession's Greatest Writers

An examination of the briefs of the profession's greatest writers with a focus first on Abraham Lincoln and the briefs submitted in Supreme Court cases such as Brown vs. Board of Ed., Bates v. Arizona and Bush v. Gore. This segment takes a look at what the best writers do (and often more importantly what they don't do) that makes their briefs so effective. The segment includes discussion of practical application of these principles to everyday brief writing.

10:00 – 11:00

Making Your Facts Come Alive

Tell a better story than your adversary by making the facts of your case come alive. This segment teaches attorneys techniques for using the facts of their case to tell a persuasive story that will engage the Court.

11:00 – 11:30

In Their Own Words - What do Judges and Law Clerks Want?

The purpose of a brief is to help the Court make a decision. What do they find helpful? What do Judges and law clerks want to see in a brief? What irritates them? What makes a brief stand out? What puts them to sleep? This segment is a discussion of briefs from the perspective of the Court.

11:30 – 12:00

Writing Persuasive Reply Briefs

A Reply brief is a great opportunity to persuade by having the last word, but it should not be approached like other briefs. This segment teaches attorneys effective techniques for Reply briefs, and how they must differ from moving and opposition briefs.

-WORKING LUNCH-

12:00 – 12:30

Persuasive Use of Citations

Citations are of course a requirement in a brief, but they can be so much more. This segment teaches techniques for not just fulfilling your obligation to cite to case law, statutes, and other authorities, but how to do it artfully and persuasively.

12:30 – 1:30

Professionalism and Ethics in Legal Writing

Legal writing is not just a nice skill to have, it is an ethical obligation and critical for a civilized Bar. Through a review of real world case law and examples of ethics and professionalism in legal writing gone terribly wrong, this segment discusses your obligations and standards.

Testimonials

“Prof. Litt made class interesting and fun. I not only learned during this course but also enjoyed it.”

“Great professor. Very informative and helpful throughout the entire class.”

“Excellent class. Great accessibility. Good atmosphere for learning.”

“Prof. Litt was very patient and extremely helpful with all questions, he dedicates so much time to his students.”

“I thought Prof. Litt was great.”

“Prof. Litt is very approachable and very helpful. He also makes himself easy to get in touch with and encourages communication.”

“Prof. Litt is a great professor, and any student who has him as a professor is lucky...I do not have any bad things to say about Prof. Litt, and I have many more good things I could say.”

“Awesome professor. Very helpful.”

“Professor Litt is an amazing professor...his teaching style is easy and accessible, as is he.”

Faculty

Course Created & Presented by Matthew R. Litt, Esq.

Matthew R. Litt, Esq. has written for [Time magazine](#), been profiled in the *ABA Journal*, *NJ Law Journal*, and *Law Crossing*, and appeared on countless television and radio shows including NPR's *Here & Now*, CBS's *Great Day Washington*, and NBC's *South Florida Today*.

Matthew was an adjunct professor of Legal Research and Writing at Seton Hall Law School from 2009-2014 where he annually earned student evaluations ranking him among the school's best faculty, and is the bestselling author of [Christmas 1945 - The True Story of the Greatest Celebration in American History](#).

He was a practicing attorney for 13 years and the Appellate Practice Chair at one of New Jersey's largest law firms before resigning to start Lincolnesq to put his persuasive writing and oration skills to new use. He is admitted to practice in New York, New Jersey, and in the District Courts of the EDNY, SDNY, NDNY and DNJ. He graduated from University of Connecticut Law School in 2002, and Ithaca College in 1999.



TIME

ABA JOURNAL

ASBURY & PARK
PRESS

here &
Now
With Robin Young and Jeremy Hobson

great day
WASHINGTON
WUSA-9

New Jersey Law Journal

Burlington County Times

