

“I can’t say enough great things

about your seminar and tapes. I will never try a case the same old way again. Your techniques have proven invaluable and I’ll never try a case without using them.”

—Anthony Stuart
The Stuart Law Firm

“ACT of Communication® (Alan Blumenfeld and Katherine James) is the ‘Shakespeare to Trial Lawyers.’ These tapes are outstanding. You will definitely become a better lawyer, communicator and storyteller no matter what your level of experience.”

—Wayne McClean
Law Office of Wayne McClean

“If I were able to do one thing, philanthropically, to improve the quality of advocacy in this country, I would provide every trial lawyer a set of your video tapes. The techniques truly work. Your presentations are inspiring. After practicing law for 20 years, your tapes have renewed the zealousness of my advocacy and inspired me to pursue the art of advocacy in the representation of my clients.”

—Randy James
Randolph M. James, P.C.

“Some great trial lawyers are born that way, I guess. But most of us have to make ourselves better. Your seminar is one way I know to make a great trial lawyer.”

—Howard L. Nations
Law Offices of Howard L. Nations

“Through a mastery of the concepts presented by ACT of Communication®, I have altered my thinking as to how to best relate to and interact with jurors. I am now better able to gauge the jury and make them participants rather than spectators. The methods taught by the program truly enhanced my presentation skills.”

—David Bell
Law Offices of David B. Bell

**ACT of Communication®
5354 Etheldo Avenue
Culver City, CA 90230**

WHAT CAN LAWYERS LEARN FROM ACTORS?™

— a video series for trial lawyers —

ATLA Education and ACT of Communication®

Present a Unique and Valuable Education
Opportunity for Trial Lawyers



*“All lawyers are
actors or should be.*

The work of this organization (ACT of Communication®) greatly improves techniques, sensitivity and communication, and above all, the art of persuasion – these tapes are well worth the time and money.”

—Browne Greene, Esq.
Greene, Broillet, Panish & Wheeler



ATLA
EDUCATION

ATLA Education realizes that you probably went through law school and into practice with an image of how a lawyer is supposed to act—quite likely derived from television or movies. But have you discovered the “real” lawyer within you yet—or are you still hiding behind that perceived persona, unaware of how to uncover and use your own power of communication?

Conveying a message with conviction during a bench or jury trial is an art that can be mastered. These exceptional videos, produced by ACT of Communication®, provide the model to help raise your confidence and to build rapport with judge and jury alike. Every lawyer, from the yearling to the most seasoned trial master, will benefit from listening and being visually guided by these highly skilled trial consultants/actors/teachers as they share their art with you.

ATLA Education believes in your abilities to seek and reach your fullest potential as an advocate for your client. And we encourage you to take this first step.

TAPE 1:

**ACTING LIKE A HUMAN BEING:
*Skills In Storytelling & Demeanor***

Like an actor, the trial lawyer must—and can—learn how to strip away artifice, shed his or her “lawyer” persona, and become a storyteller. The theatre offers a valuable arena for trial lawyers to study the art of storytelling.

Observe workshops in which lawyers lose their artificial courtroom demeanor and adapt their own. The elements of courtroom storytelling are taught through the creation and delivery of 10-word messages—“telegrams”—from lawyer to juror. Create a telegram along with the workshop participants and explore your own lawyer persona.

TAPE 2:

**ACTOR/PLAYWRIGHT MEETS LAWYER:
*Skills In Inflection, Orchestration,
Meter And Closing Argument***

Inflection allows both actor and attorney to demand attention, develop ideas, persuade, to convince with the sound of their voices. Orchestration allows the playwright and trial lawyer to build phrases in language that can be delivered through pitch that builds up and down according to the writer’s desire.

Learn the three main inflections—falling, rising, and sustained—along with the workshop participants. Orchestration is learned through written and performance exercises and through observation. Meter and rhythm in language are taught through lecture. Learn how to apply these devices to your closing argument.

TAPE 3:

**DIRECTING THE TRIAL:
*Skills In Questioning And
Controlling Focus***

In the theatre, stories are told either as a direct address to the audience or in dialogue with other players. In trial, the exact situation exists. In opening and closing, you speak directly to the jury. The middle of the trial is a series of dialogues between you and the other players in the drama: the witnesses and the jurors.

In addition, you become the stage director, guiding the focus of the jurors and the witnesses to hear your story at its most advantageous.

Learn not only how to control the focus of the jurors, but also the control of a witness during direct or cross-examination. Learn how to see and hear your story through the eyes and ears of witnesses and jurors. The rising inflection (the questioning inflection) is truly brought to life here.

TAPE 4:

**DEVELOPING YOUR VOICE:
*Skills In Vocal Improvement
(A Vocal Warm Up)***

A lawyer in a courtroom and an actor in the theatre must both be heard. Their voices must last for long periods of time and be pleasing to the listener. Jurors and audience alike must be able to clearly understand what is being said. Actor and attorney must be relaxed on their feet.

You can learn how to *begin* a trial as relaxed as you are in the *middle* of the third day through a series of vocal warm-up and physical relaxation exercises in this tape. Learn individual parts of the exercise series from observation and participation. Then follow a full warm-up with the workshop group. This tape can become your own daily regimen to make vocal changes and overcome stage fright.

Yes! I want to improve my courtroom presence, please send me the following videotapes:

- Tape 1:** Acting Like A Human Being: Skills In Storytelling & Demeanor— \$125
- Tape 2:** Actor/Playwright Meets Lawyer: Skills In Inflection, Orchestration, Meter And Closing Argument— \$125
- Tape 3:** Directing The Trial: Skills In Questioning And Controlling Focus— \$125
- Tape 4:** Developing Your Voice: Skills In Vocal Improvement (A Vocal Warm Up)— \$125

SAVE \$100 when you buy the 4 Tape Set— \$400

Order Total	_____
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UPS Ground - \$8 per set or \$5 per tape (Please call for other shipping options.)	_____
Tax – CA only (x 8.25%):	_____
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