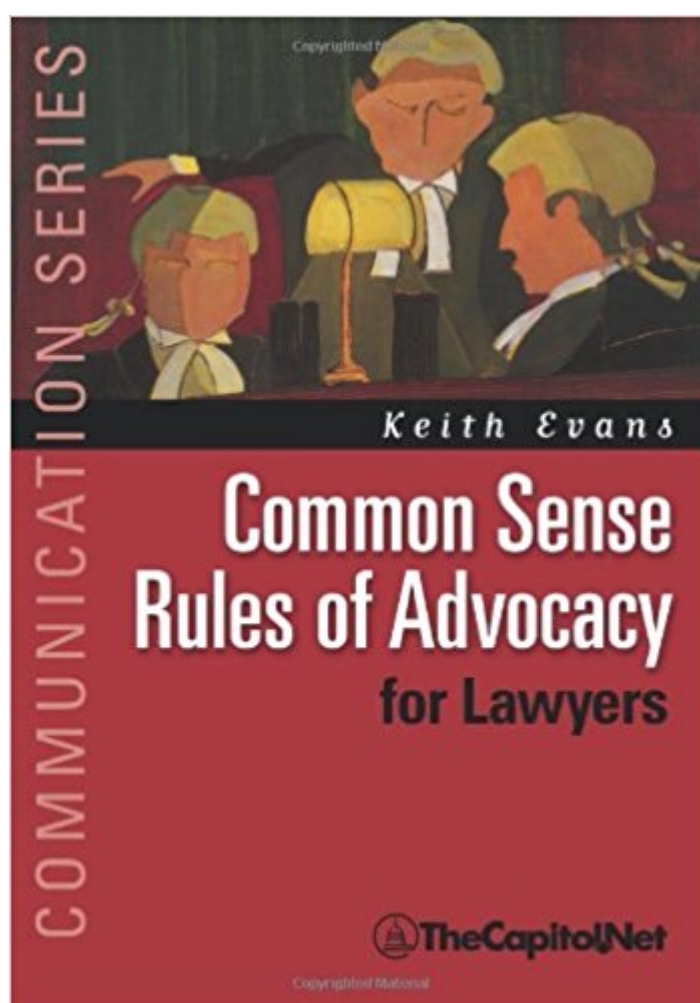


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# Common Sense Rules Of Advocacy For Lawyers: A Practical Guide For Anyone Who Wants To Be A Better Advocate (Communication)



## Synopsis

The classic advocacy guide for trial lawyers, *Common Sense Rules of Advocacy for Lawyers* has been hailed by attorneys, mediators and professors nationwide. It's the practical advocacy guide designed for anyone who must persuade others, including attorneys, lobbyists, negotiators, account executives, law students, sales professionals, and parents. "Reading this book would profit any advocate of any experience level. Judicious application of the advice contained in the book will make anyone a better advocate." -- George R. (Bob) Dekle, Legal Skills Professor, University of Florida, Retired Assistant State Attorney, Third Judicial Circuit of Florida (successfully prosecuted Ted Bundy) "Keith Evans, the author of *Common Sense Rules of Advocacy for Lawyers*, is an experienced trial lawyer. He has studied the game from the inside and he has seen things others have missed. He has distilled his experience and offers it up in the brisk aphoristic style that brought him his success in the courtroom. The book is a valuable review for the old timers and an excellent primer for those who are starting the climb." -- Jacob A. Stein, Stein, Mitchell & Mezines, Washington, DC "This is a terrific guidebook that should be followed by all young trial lawyers. While it is true that these rules are based upon common sense and that most seasoned trial lawyers will figure them out over time, this book will allow young advocates to benefit from all the painful lessons learned by inexperienced lawyers before them." -- Philip H. Corboy, Corboy & Demetrio, Chicago, IL "Down to earth advice for the advocate. Keith Evans' book provides important, down-to-earth advice and guidance for both the novice and experienced advocate. Having adjudicated many, many cases, I wish every advocate would review these practical rules for effective advocacy. All advocates will benefit from this helpful book." -- Jay Grenig, Arbitrator "Common Sense Rules of Advocacy for Lawyers is a superb how-to book for the trial lawyer. The author, Keith Evans, walks the reader through the essentials of effective trial advocacy, teaching every step of the way while at the same time never sounding the slightest bit like a lecturer. The scope of the book -- everything from what to wear in the courtroom to writing a trial brief -- is truly impressive, yet the author maintains a tone that is refreshingly readable. The author never loses sight of the underlying rules of evidence, procedure, and ethics, but his real genius is translating those rules into -- as the title says -- common sense rules of advocacy. I wish I had had this book when I was a young lawyer. I highly recommend it." -- Karl Tegland, author, *Courtroom Handbook on Washington Evidence* "Advocacy is an art as well as a skill, and Keith Evans presents the rules of mastering that art in a very down to earth manner. Filled with humor and eminently readable, his book is a great introduction for the new lawyer and a wonderful learning tool for the advocate with experience." -- Sherman L. Cohn, Professor, Georgetown University Law Center (first national

President of American Inns of Court) "Even the most experienced trial lawyer can pick up some new techniques here. I will heartily recommend it to my Trial Advocacy students." -- Frederick C. Moss, Professor, Dedman School of Law, Southern Methodist University Complete Table of Contents available online at [www.RulesOfAdvocacy.com](http://www.RulesOfAdvocacy.com)

## **Book Information**

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## **Customer Reviews**

"CSRA is my desert-island book. When another lawyer washes ashore, as in a New Yorker cartoon, I'll be ready." -- Washington State Bar Association (WSBA) Litigation Law Section Newsletter, Fall 2004 "I recommend that trial lawyers have this book on their shelves for use as a refresher." -- Wisconsin Lawyer, September 2004 --This text refers to the Hardcover edition.

This book was originally published in 1994 as a paperback by West Publishing as "The Common Sense Rules of Trial Advocacy." The book was revised and edited, and the Foreword and Appendix 3, "How to Succeed as a Lawyer," by Roland Boyd, are new to the 2004 edition, which is hardbound. --This text refers to the Hardcover edition.

Picked this book up because my CLE prof recommended it. Very, very good. Audience: Lawyers

This book gives you an excellent mental model for framing a strategy for conducting a case at law. In short the court Case is not a mechanism for discovering the truth/learning the facts of the

case/seeing that justice is done. A court case is where two conflicting stories are conceived, built, and submitted to the Jury, who is then asked to decide which story (and sometimes which story teller) they like best. It also gives guidance on procedural matters as a jury will have no confidence in a story teller who is constantly being overruled by the court.

Excellent resource for anyone writing to teach. While the topic is advocacy, the content is cross-cutting and descriptive of how to write to get a message across.

Great tips for new trial lawyers, and entertaining reminds for those with experience.

Excellent

When this book was originally written, it bore the title "The Golden Rules of Advocacy," and the previous edition is still available under that name from .com. I discovered "Golden Rules" on a trip to England, where I found it on sale at the information desk of the Royal Courts of Justice in London. As a recently retired trial advocate of 32 years experience, I was interested in the English perspective on trial advocacy. I bought the book and read it straight through on the flight home from England and was greatly impressed by Evans' knowledge of the essentials of trial advocacy. When I discovered "Golden Rules" on .com, I wrote a glowing review. Then I found "Common Sense Rules," and debated ordering it. I rightly suspected it was "Golden Rules" under another name. After some time, I gave in to the urge to purchase, and I have not regretted it. "Common Sense" is "Golden Rules" revised and expanded, and set forth in a much more user-friendly format. I lament the change of title, however. The term "Golden Rules" conveys the high ethical standard set by the book far better than "Common Sense". You can have a head full of "Common Sense" and still be as crooked as a corkscrew. Despite my preference for the former title, I cannot fault the publisher for the change. Either term is equally applicable. Maybe the third edition could be entitled "The Golden Rules of Common Sense Advocacy". Reading this book would profit any advocate of any experience level. Judicious application of the advice contained in the book will make anyone a better advocate.

Unhappy as a lawyer? If you're not sure you want to practice law after reading "Common Sense Rules of Advocacy for Lawyers," then you shouldn't. Evans book is a brilliant synthesis of the lessons learned by a trial lawyer over a couple of decades of practice in England and the U.S. (Common Sense Rules is like having a good lawyer-mentor, which is why you'll want to reread it

every couple of years.)After reading it, if you're not fired up to practice law, then you should consider changing professions.This is also a great book for new lawyers who want to be outstanding advocates. (And if you're thinking of starting your own practice, get this book and Foonberg's classic on setting up a law practice. If you're not excited about being a lawyer after reading both of them then you went to law school for the wrong reasons.)

A previous 'reviewer' from Silver Spring must not have read the same book I did. (Or maybe they didn't read the book?)Keith Evans states very clearly in his book that his rules will \*seem\* like common sense \*after\* you read them. And they do.But that is the brilliance of Common Sense Rules of Advocacy: the author makes learning these rules effortless, like you knew them all along. Even though you didn't.The testimonials in the first review by the publisher and the other reviews on the book's web site are right on. This is a valuable and easy to read book that anyone who must persuade others will benefit from reading.Well worth the price of admission.

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