



*Learn the secrets of  
persuasive writing from  
a New York Times  
bestselling author!*



# Persuasive Legal Writing: Winning with Words

*with William Bernhardt*

**Thursday, December 19, 2019**

**Live webinar with chat  
includes 60 day replay\***

9:00 am – 10:30 am (Pacific)

10:00 am – 11:30 am (Mountain)

11:00 am – 12:30 pm (Central)

12:00 pm – 1:30 pm (Eastern)

1:00 pm – 2:30 pm (Atlantic)

1:30 pm – 3:00 pm (Newfoundland)

*\*This program features real-time audio of the presenter with synchronized presentation slides, and a chat feature that allows for live Q & A. SK attendees please verify whether you align with Central (MB) or Mountain (AB) time based on season and location.*

## WHO SHOULD ATTEND

This information-packed webinar is designed for busy lawyers looking to concentrate important persuasive writing advice into a short course.

## ABOUT THE PROGRAM

In this convenient, practical presentation, William Bernhardt, lawyer and *New York Times* best-selling author of more than forty books, applies the principles of superior legal writing to specific documents designed to persuade. Bernhardt discusses the fundamentals of persuasion, then applies those principles and superior writing skills to factums and other persuasive documents, explaining how each and every section can be strategically executed, considering both text and subtext, to produce a favourable result. Topics include:

- the importance of strategic issue-framing;
- capturing a reader's imagination (the best way to persuade);
- building a bulletproof argument;
- giving your documents focus and direction;
- setting a winning tone from the first sentence; and,
- creating a compelling story.

You'll leave with proven writing techniques to make your writing more persuasive, earn the trust of judges, and increase your chances of winning!

## SCHEDULE (Eastern)

**12:00 pm - 1:30 pm**

**Welcome and Introductory Remarks**

**Fundamentals of Persuasion**

- Analyzing the Audience
- Establishing Credibility
- Thinking Logically on Paper
- Harnessing Emotion

**Writing to Persuade**

- Using All Five Modes of Persuasion
- Framing the Issue
- Strategically Presenting the Facts
- Finding the Best Argument for Success

**Program Wrap-up and Evaluation**

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## REVIEWS FROM PAST ATTENDEES

- “Entertaining and thought-provoking, providing thorough and helpful information.”
- “Surpassed all expectations! Should be mandatory for all new-and not so new-attorneys!”
- “Bernhardt's humour, expertise, passion, and respect for the art of writing was exceptional.”
- “Very clear and practical with everyday application.”
- “I felt my writing improve the very next day.”
- “Terrific content and coverage of a topic that all lawyers probably grapple with.”
- “Mr. Bernhardt did a superior job. Clear but thorough material presented with mastery and integrity.”



**ON:** This program contains 1.0 Substantive hour and 0.5 Professionalism hours.

**SK & NB:** CPD application is pending.

**BC:** This program has been approved for 1.5 CPD hours. Lawyers in other mandatory CPD jurisdictions may count their attendance towards their CPD requirement/plan.

Seminar Partners is an Accredited Provider of Professionalism Content by the Law Society of Ontario and a pre-approved CPD Provider of the Law Society of British Columbia.

## MEET YOUR PRESENTER



**William Bernhardt** spent ten years as a litigator and partner at one of Oklahoma's most prominent law firms. While practicing law, he received awards from Legal Services of Eastern Oklahoma and the Oklahoma Bar Association. *Barrister Magazine* named him one of the top twenty young lawyers in America. After his Ben Kincaid courtroom drama books consistently hit the *New York Times* bestseller list, he left the practice of law to write and teach writing full-time. He has sold more than ten million books worldwide. In addition to his law degree, Bernhardt holds a Master's Degree in English Literature, giving him a unique resume as the only legal writing instructor in the nation who has had academic acclaim, a successful, award-winning law practice, and numerous *New York Times* bestselling novels. He has twice won the Oklahoma Book Award for Best Fiction, and has received the Southern Writers Guild's Gold Medal Award, and the H. Louise Cobb Distinguished Author Award. He is the youngest author inducted into the Oklahoma Writers Hall of Fame.

✓ **Yes, I want to attend Persuasive Legal Writing: Winning with Words, with William Bernhardt**  
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\* Materials will be distributed electronically in advance. Live webinars feature real-time audio of the presenter with synchronized presentation slides, and a chat feature that allows for live questions and verbal responses by the presenter. The recording of the webinar is available for 60 days.

### REGISTRATION FEE:

- On or before November 22, 2019: \$140.00 + \$18.20 (13%) HST\* = \$158.20 - Save \$25.00!**
- After November 22, 2019: \$165.00 + \$21.45 (13%) HST\* = \$186.45
- \$0 - I have a \$599.00 Annual All Access Pass. Enter Pass ID: \_\_\_\_\_**

\*With ON HST. Please adjust tax for attendee's province as follows: 5% in AB, BC, MB, NWT, NU, SK, YK. 13% in ON. 15% in NS, NB, PEI & NL.

**Register online:** <http://seminarpartners.ca/register-for-courses/>

**Register by mail, fax or phone:** Return this form with payment to Jennifer Snoyer, Finance and Communications Coordinator, Seminar Partners, 2300 Yonge Street, Suite 1600, Toronto, ON M4P 1E4 Tel. 1.866.606.4212 or 647.352.8633 Fax 416.549.1619. Email: [jennifer@seminarpartners.ca](mailto:jennifer@seminarpartners.ca). Registration fee is refundable less \$50 admin fee if written cancellation received 10 working days before the program. No refunds will be made after the cancellation date. Program content, speakers and location may change without notice. See our website for all policies. In the event of program cancellation, our liability is limited to refund of registration fees. GST/HST #848208492

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