



*Learn the secrets of  
first-rate legal writers  
from a New York Times  
bestselling author!*



# Superior Legal Writing: The Point-First Approach

*with William Bernhardt*

**Thursday, October 21, 2021**

**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 webinar will enable new and experienced lawyers from all practice areas to immediately improve the quality of their legal writing.

## ABOUT THE PROGRAM

The greatest skill any lawyer can possess is the ability to write clearly, concisely, and convincingly. Good writing skills will not only improve the results you obtain, but will also enhance your reputation with judges, lawyers, and clients. The point-first approach to writing puts context before details, emphasizing the need for clarity and concision in legal memos and factums.

In this entertaining, highly practical webinar, William Bernhardt, lawyer and *New York Times* bestselling author of more than fifty books, tells lawyers what they need to know to succeed on the printed page, based upon personal experience, conversations with judges and lawyers, and a lifetime of writing. Bernhardt uses powerful onscreen “before and after” examples to demonstrate how attention to language and the application of point-first writing and other smart writing principles can improve any lawyer’s written work. Implementing even just one or two suggestions from Bernhardt’s proven approach will immediately elevate your writing.

Register early to avoid disappointment!

## SCHEDULE (Eastern)

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

### Welcome & Introduction

### Why the Quality of Your Writing Matters

- Why is Most Legal Writing So Poor?
- What Can We Do About It?

### The Point-First Writing Approach

- State the Proposition
- Develop the Proposition
- Tools for Maximizing Clarity and Persuasion
- Creating a Road Map
- The Power of Brevity
- The Power of Simplicity

### Program Wrap-up & Evaluation

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## PRAISE FOR WILLIAM BERNARDT

- “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.”
- “As a result of attending this CLE, 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 1.5 Professionalism hours.

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NB: 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 **Superior Legal Writing: The Point-First Approach**

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### REGISTRATION FEE:

On or before October 1, 2021: \$140.00 + \$18.20 (13%) HST\* = \$158.20 - **Save \$25.00!**

After October 1, 2021: \$165.00 + \$21.45 (13%) HST\* = \$186.45

\*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/>

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