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with  
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and

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# Smith on Persuasive Legal Writing

3 hours MCLE credit

In **Smith on Persuasive Legal Writing**, noted appellate attorney Daniel U. Smith teaches persuasive writing's four key qualities: brevity, simplicity, clarity, and candor. The seminar also teaches the persuasive structure of headings, sentences, paragraphs, and briefs.

A Court of Appeal Justice will explain the writing tips that help a busy judge. This program is directed to attorneys who write motions and briefs for trial courts, appellate courts, and administrative tribunals.

Attorneys of all experience levels will benefit from this program.

## Program Highlights

*In this program you will learn and apply over 70 tips to:*

- Write clear, compelling prose
- Write shorter briefs more efficiently
- Enhance your credibility
- Please your client
- Increase your chances of winning

**“A serious effort to improve one of a lawyer’s most vital skills.”**

—Prof. Jesse H. Choper, Earl Warren Professor of Public Law, U.C. Berkeley School of Law (Boalt Hall)

**“This manual should be required reading for every lawyer in America. The examples are terrific!”**

—Gerald F. Uelmen, Professor and Former Dean, Santa Clara University School of Law

## What others say about Smith on Persuasive Legal Writing:

**“No manual better presents how to write with the clarity and vigor demanded of the successful practitioner.”**

—Robert M. Westberg, Esq.,  
Pillsbury Winthrop, San Francisco

**“Persuasive Legal Writing’ is the lawyer’s equivalent of Strunk and White’s *The Elements of Style*.”**

—Prof. Alison Anderson, UCLA School of Law

**“[N]othing but raves from the lawyers in my office who attended. Thanks for an engaging as well as instructive program.”**

—J. Victor Haydel, Esq., Farella,  
Braun + Martel, San Francisco

**“The best CLE course I have ever taken.”**

—Los Angeles participant

**“Marvelous—colorful, passionate, interesting. Great balance in explaining how and why to write well.”**

—San Francisco participant

**“Of my first brief after the seminar the judge said: ‘excellent,’ ‘succinct,’ ‘to the point,’ and ‘very helpful.’ A first! Thanks for your excellent course.”**

—Orange County participant

## About the Speaker:



Daniel U. Smith has specialized in civil appeals since 1976. He is a Certified Appellate Specialist (Cal. State Bar Bd. of Legal Specialization) and a member of the California Academy of Appellate Lawyers. Mr. Smith served on the California Judicial Council's Civil Jury Instruction Subcommittee, drafting the new plain-English civil jury instructions (CACI). For 2002, the Consumer Attorneys Association of Los Angeles named Mr. Smith "Appellate Lawyer of the Year." Mr. Smith served as co-chair of the San Francisco Bar Association's Appellate Courts Committee and co-founded the Los Angeles County Bar Association's Appellate Courts Committee. Mr. Smith received his A.B. degree from Princeton University (Woodrow Wilson School, 1965) and his J.D. degree from the University of California, Berkeley (Boalt Hall, 1968), where he was Executive Editor of the California Law Review. He clerked for Federal District Judge Alfonso J. Zirpoli (N.D. Cal.) and was an associate at Sidley & Austin. For more information visit [www.appealsmith.com](http://www.appealsmith.com)

### **SOUTHERN CALIFORNIA**

#### **Los Angeles**

with **Hon. Earl Johnson, Jr.**, Associate Justice,  
Court of Appeal, Second District, Div. Seven  
May 4 • Session 220 • Thursday • 6:00 pm to 9:15 pm  
Wilshire Grand Hotel & Centre • Los Angeles Room • 930 Wilshire Blvd.

### **NORTHERN CALIFORNIA**

#### **Sacramento**

with **Hon. Rick Sims**, Associate Justice, Court of Appeal, Third District  
April 6 • Session 400 • Thursday • 6:00 pm to 9:15 pm  
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#### **San Francisco**

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