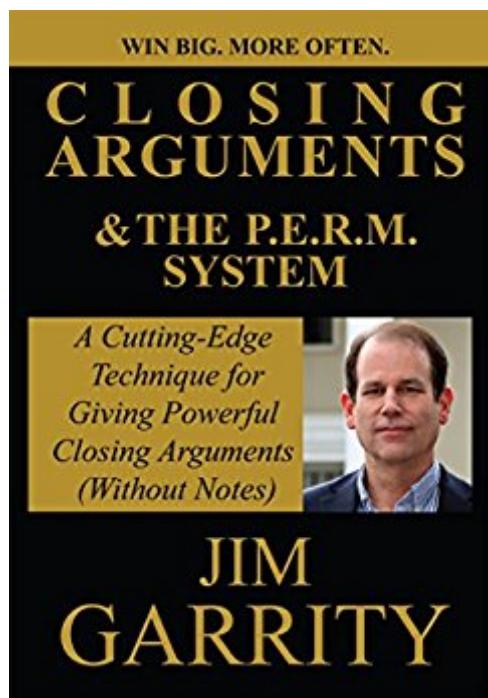


The book was found

# Closing Arguments & The P.E.R.M. Technique: Win Big, More Often



## Synopsis

Learn the easy system for giving emotionally-powerful closing arguments without using a single note. This is a practitioner's how-to guide, written for quick absorption and immediate use. It is aimed at practicing trial lawyers who handle civil, criminal and administrative proceedings. As such Garrity's book is short - fifty pages in the print edition - and gets right to the point, explaining the four prongs of the technique, citing the psychological studies showing why they work, and explaining how to easily implement his system. Garrity observed, after appearing as counsel in nearly 2,000 federal and state court cases, that many trial lawyers step to the podium for closing arguments with nothing more than a legal pad full of hastily-written, disjointed notes. The result is that these lawyers often make final arguments without a cohesive theme. Sometimes the arguments seem out of order, lack emotion and force, and simply rehash basic facts. Concluding that there had to be an easier and better way to make powerful summations, Garrity spent two years reviewing hardcore psychological research on the science of "compliance" of persuading others to accept a particular statement or argument as true. After all, closing arguments are the ultimate effort in message persuasion. The research led Garrity to conclude that when it comes to closing arguments specifically, it's not the message that matters most. It's how you present it - your "messaging mechanics." He stresses that the jury has already heard your evidence - much of it twice because of the penchant of most litigators to repeat things to make sure the jury "gets it." So closing is the time to persuade the jury to believe to believe you, and to believe your message. His simple, note-free system emphasizes pathos (or passion as Aristotle defined it), eye contact, rhetoric and metaphors. This is the PERM system. Garrity's technique combines these four compliance elements supported by the more than forty research studies he lists in the opening pages to offer you a transformational approach to closing arguments. How do jurors react? One juror told Garrity after a trial that it was "...one of the most moving experiences I have ever been through...I was....honored and humbled to be part of it" very powerful, very moving. It was your belief in the righteousness of the situation.

## Book Information

File Size: 779 KB

Print Length: 70 pages

Publisher: Ross and Rubin, Publishers, New York; 2 edition (April 17, 2017)

Publication Date: April 17, 2017

Sold by: A Digital Services LLC

Language: English

ASIN: B071RCL2S7

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #329,799 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #10

in Kindle Store > Kindle eBooks > Law > Procedures & Litigation > Jury #19 in Kindle Store > Kindle eBooks > Law > Procedures & Litigation > Litigation #30 in Books > Law > Rules & Procedures > Jury

## **Customer Reviews**

Incredible book. I've been looking for a fresh approach to closing argument. I love this one and love the fact the author is a hardcore litigator with heavy experience. I don't want theory. I want what works and wins cases, from someone who does it. I also like that it's short, gets right to the point and tells me exactly how to implement the technique. The tips for giving closings without any notes at all is clever. Can't believe I didn't think of this before.

Fantastic system for litigators. It's hard to come up with fresh powerful closings. They are just hard to do because I don't have much notice between the end of the case and the start of closings. I have always felt closing arguments are the most critical part of the trial because it's the last time I get to talk to the jury and the only time I can bring all the evidence together. This is a marvelous system because it takes the weaknesses of the closing argument situation - no time to prepare, a bit of helter-skelter disorganization, a tendency to just repeat all the evidence you can think of rather than to use advanced persuasion and messaging techniques to WIN - and proposes an integrated, four-part approach to powerfully inspire the jury to see justice on your terms. It's a great program.

Great stuff. I ordered the book and have passed it around the office. We're all going to try this technique. I especially like that Garrity has come up with a way to give closing arguments without notes. Genius idea. I have told my lawyers for years that passion and authenticity wins cases. Eye

contact too, and that's where his approach for going note free is perfect. I won't give it away here, but it's worth the price, for sure.

[Download to continue reading...](#)

Closing Arguments & The P.E.R.M. Technique: Win Big, More Often THE OUTSTANDING YOUTH COACH: A Total System To Help Young Athletes Reach Their Personal Best and Win More Often The Perfect Close: The Secret to Closing Sales - the Best Selling Practices & Techniques for Closing the Deal How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often Ladies and Gentlemen of the Jury: Greatest Closing Arguments in Modern Law The Devil's Advocates: Greatest Closing Arguments in Criminal Law In the Interest of Justice: Great Opening and Closing Arguments of the Last 100 Years Inventing Arguments, Brief (Inventing Arguments Series) Inventing Arguments (Inventing Arguments Series) LOTTERY BOOK: 7 Numbers That WIN The Lottery Most Often Hard to Believe: Cavs win the NBA Championship! Indians win the AL Championship! Browns win a game! Roulette Rockstar: Want To Win At Roulette? This Simple Roulette Strategy Helped An Unemployed Man Win Thousands! Forget Roulette Tips You've Heard Before. Learn How To Play Roulette and Win! 2017 Lottery Black Book: More Winners, More Often! Succulent Wild Love: Six Powerful Habits for Feeling More Love More Often Tennis: Top 5 Strategies How to win more matches, How to Play Tennis, Killer doubles, Tennis the Ultimate guide (Tennis Strategies How to win more matches Book 1) The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale Daily Painting: Paint Small and Often To Become a More Creative, Productive, and Successful Artist The Hollywood Book of Death: The Bizarre, Often Sordid, Passings of More than 125 American Movie and TV Idols Barefoot Business: 3 key systems to attract more leads, win more sales and delight more customers without your business killing you My Growing-Up Library: Sesame Street Board Books- Too Big for Diapers / Big Enough for a Bed / Too Big for Bottles / Big Enough for a Bike

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)