



Writing to Persuade

with acclaimed legal writing instructor Stephen Armstrong

Monday, June 20, 2011 • 9:00 am to 12:30 pm

Newfoundland & Labrador Continuing Legal Education

P.O.Box 1028 • St. John's, NL • A1C 5M3

About the Program

Designed for litigators, this dynamic, half-day program focuses on four critical aspects of advocacy writing, with an emphasis on writing persuasive factums:

- Creating the greatest possible clarity, no matter how complex the case
- Writing effective introductions or “overviews”
- Turning facts into persuasive stories
- Crafting sentences that persuade

The program is based on many examples of good and bad factums, including expert revisions of draft factums. Participants will learn a systematic, powerful approach for creating factums that are clear, forceful, and persuasive. The program helps lawyers to think like a writer with the same intellectual sophistication with which they already think like lawyers.

Accolades for Stephen Armstrong

“After one day with Stephen Armstrong, you will write better and have the tools for continuing self-improvement. Really.” - Mr. Justice Thomas A. Cromwell, Supreme Court of Canada

“Stephen Armstrong is a grandmaster in the craft of writing to persuade. He is like a surgeon of syntax. The skills he imparts in composing and editing prose are really quite astonishing. One’s writing very quickly becomes more concise, clear and compelling. His engaging style invariably leaves audiences both transfixed and transformed.”

- Mr. Justice Jamie W. S. Saunders, Nova Scotia Court of Appeal

About Stephen Armstrong

Stephen Armstrong has conducted writing programs for lawyers and judges in Canada and the United States for over 20 years. He serves as lead instructor for the award winning Written Advocacy program conducted annually by The Advocates’ Society and Osgoode Hall Law School, and has taught similar programs to wide acclaim for a number of Canadian law firms.

In the U.S., he teaches regularly in programs for new U.S. federal judges, and conducts programs for lawyers under the sponsorship of major continuing legal education organizations and government agencies such as the Securities and Exchange Commission and the Federal Trade Commission. With Professor Timothy P. Terrell, he is the author of Thinking Like a Writer: A Lawyer’s Guide to Effective Writing and Editing (3rd edition, Practising Law Institute, 2008).



Stephen Armstrong

Agenda

- 8:30 am *Registration and Continental Breakfast*
- 9:00 am **Introduction: The Principles of Persuasion**
- 9:15 am **Persuading through Clarity:**
- Creating point and focus throughout
 - Making the structure explicit
- 10:30 am *Break*
- 10:45 am **Writing Overviews that Persuade**
- 11:15 am **Turning Facts into Persuasive Stories**
- 11:45 am **Writing Persuasive Sentences:**
- Controlling the focus
 - Controlling emphasis
- 12:15 pm **Summary: An Editing Checklist for Factums**
- 12:30 pm *Program Concludes*

Here's what Nova Scotia lawyers said about Steve Armstrong & Writing to Persuade last April:

"Engrossing...very entertaining and knowledgeable"

"This program was the most useful CLE I have attended in 13 years – Steve Armstrong makes writing fun"

"Lots of practical tips...stupendous"

"Superb, well worth the time and money"

"Top notch writing course – I would attend this course again"

"Great program at a reasonable price"

"Would love to see more of these seminars – makes me motivated to try the skills and evolve my way of practicing"

Yes, please register me for Writing to Persuade • Monday, June 20, 2011

Four ways to Register: Registration deadline is Friday, June 17, 2011

By Mail:

NL Continuing Legal Education
P.O. Box 1028
St. John's, NL, A1C 5M3

By Fax or Telephone:

(709) 722-8902 Fax
(709) 758-0817 Tel

By E-mail:

cle@lawsociety.nf.ca

Please note that payment must precede attendance.

Registration Form: Please register me for the *"Writing to Persuade" seminar* scheduled for **Monday, June 20, 2011 at 9:00 am – 12:30 pm** at the Law Society Building, 3rd Floor, 196 -198 Water Street, St. John's, NL, A1C 1A9.

Name: _____

Firm and Telephone: _____

REGISTRATION FEE: (includes course materials and refreshment breaks) HST # R108086463

EARLY REGISTRATION:

If you register by 5:00 pm on Friday, May 20, 2011

\$221.24 + 28.76 HST = \$250.00

REGISTRATION:

If you register after 5:00 pm on Friday, May 20, 2011

\$265.49 + 34.51 HST = \$300.00

Please Note: Program content, location and date may change; a minimum number of registrants is required to proceed. In the event of program cancellation, our liability is limited to refund of registration fee received.