

WESLEY'S RULES FOR EFFECTIVE ADVOCACY

- 1. READ THE DAMNED RULES—COMMERCIAL LITIGATION BY HAIG...**
- 2. KNOW YOUR CASE: MOOT IT, PRACTICE IT, EXPLAIN IT TO YOUR SPOUSE, YOUR PARTNER, THE NEIGHBOR...**
- 3. BELIEVE IN YOUR CASE—KNOW ITS STRENGTHS AND WEAKNESSES—CONCEDE THE WEAKNESSES AND USE THEM TO HIGHLIGHT THE STRENGTHS**
- 4. BE YOURSELF**
- 5. REDUCE CONFUSION—GO THE NIGHT BEFORE AND SEE HOW THE COURT WORKS, WHERE PEOPLE SIT—HOOSIERS...**
- 6. TELL A STORY—IN YOUR BRIEF AND IN ORAL ARGUMENT—DON'T GET LOST IN THE MINUTIAE OF THE CASE**
- 7. IF YOU ARE TOO INVESTED IN THE CASE, HIRE OUTSIDE APPELLATE COUNSEL**
- 8. EDUCATE THE COURT—CARDOZO'S GROUP OF "WRETCHED GENERALISTS"**
- 9. REDUCE THE CASE TO A 30 SECOND DESCRIPTION—THE ONE SENTENCE EXERCISE—BRIEF HAIKU**