



# WRITTEN ADVOCACY MASTER CLASSES

What do judges and adjudicators want from the litigators who appear before them? HELP. In this workshop series, you'll learn how to get out of your own head and into the head of the decision maker—so you can give them what they really want.

---

## 1 WHOSE FACTUM IS IT, ANYWAY?

The gateway to persuasion is empathy. In this session, we'll explore the needs, expectations, and limitations of the people you hope to persuade. We'll then identify the five questions you should always answer in your factum's overview.

---

## 2 THE ISSUE-DRIVEN FACTUM

Decision makers learn to structure their decisions around the "deep" issues. We'll explore how to uncover the deep issues in your case and practice the skill of mapping the analytical structure of your argument.

---

## 3 THE 3-STEP WORK PLAN & THE 6-STEP EDIT

How do you find the time to write an excellent factum? You don't find it—you make it. We'll develop a work plan to get you from the blank page to the finished product, and a checklist to ensure you've edited your factum like a pro.

---

FOR MORE INFORMATION CONTACT  
CAROLINE@MANDELLCOACHING.COM

This program contains 3 hours of professionalism content.

