

## Superior Legal Writing: Winning with Words

Friday, August 30, 2013 | Hotel Captain Cook | 8:30 a.m. - 11:45 a.m.

\$109 Registration Fee - \$164 for both programs | 2.0 General + 1.0 Ethics CLE Credits | CLE # 2013-009

*Presented by: William Bernhardt*

8:30 a.m. - 10:00 a.m. Introduction: Why Legal Writing Matters  
Learning to be Precise, Concise, and Persuasive  
Eleven Steps to Better Legal Writing

10:00 a.m. - 10:15 a.m. Break

10:15 a.m. - 11:45 a.m. Conclusion of Eleven Steps  
Ethical Considerations in the Writing Process

### *What others are saying...*

"Bill's humor, expertise, passion, and respect for the art was exceptional. He was welcoming, heartfelt, genuinely supportive and instructive."

"For me, this was better than being backstage at a rock concert!"

"Bernhardt obviously knows his stuff. He is very clear, to the point, and as a bonus, very entertaining."

*Continued on back....*

Mail: P.O. Box 100279, Anchorage, AK 99510-0279

Fax: 907-272-2932

or register at [www.alaskabar.org](http://www.alaskabar.org)

Winning with Words... 2013-009

AK Bar Member #: \_\_\_\_\_

Non Bar Member

Name: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Registration: \$109 / \$164 Door Fee: \$134 / \$189**

Check enclosed  Visa  Mastercard

Acct #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

# Superior Legal Drafting: Every Word Matters

Friday, August 30, 2013 | Hotel Captain Cook | 1:00 p.m. - 4:15 p.m.  
\$109 Registration Fee | 2.0 General + 1.0 Ethics CLE Credits | CLE # 2013-009

1:00 p.m. - 2:30 p.m. Using Superior Writing to Improve Briefs, Litigation Documents/Contracts and Other Transactional Documents

2:30 p.m. - 2:45 p.m. Break

2:45 p.m. - 4:15 p.m. Correspondence/Ethical Considerations in Legal Drafting



William Bernhardt, New York Times-bestselling author of more than twenty novels and a former trial lawyer, tells lawyers what they really need to know to succeed on the printed page, based upon personal experience and extensive interviews with judges and practitioners. Bernhardt takes participants through a practical and systematic consideration of the writing process, peppered with practical assignments based upon real-world legal scenarios. Bernhardt also includes a discussion of ethical issues raised by legal writing, professionalism, the importance of starting early enough to do the best job (time management), serving the court as well as the client (professional responsibility), conceding when appropriate, and other related issues.

The greatest skill any lawyer can possess is the ability to write clearly, concisely, and convincingly. If a lawyer lacks solid writing ability, he or she risks losing motions and cases. This seminar introduces writing and editing techniques designed to maximize legal writing proficiency.

This seminar also contains an optional section concentrating on ethical issues relating to legal writing, techniques for becoming a fair advocate that judges trust and rely upon while using the written word to its maximum potential.

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Every Word Matters.... 2013-009

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