



STOP GUESSING
WHAT YOUR CASES
ARE WORTH

THE NEED

As a civil litigation attorney, wouldn't you agree that...

- Jury verdicts have become more difficult to predict.
- You worry about the real value of your cases.
- You find yourself dealing with clients who have unrealistic expectations.

Lawyers too often rely upon guesswork or mediators for case valuation feedback. Too often lawyers are blind to correctable problems that can derail a case. What lawyers need is **real world feedback from real world people**, the same type of people who will sit on your real life jury... focus group mock jurors.

What if you could give your clients the benefit of jury research: **insight into case valuation, client credibility, case themes or problem issues**, without breaking the bank? You can.

MEETING THE NEED: COST-EFFECTIVE JURY RESEARCH

Focus groups are no longer the exclusive province of deep-pocketed lawyers trying 7-figure cases. Advances in technology have made it possible to conduct **affordable jury research** that is accessible to anyone.

A sampling of the trial consulting services we offer:

- **Focus Groups.** Focus group review of a client's videotaped performance to help decide whether to accept a case at intake, try a case or press for a quick resolution.
- **Online Sessions.** Conducting an online session combining review of videotaped testimony and relevant evidence. Online focus group jurors render individual verdicts.
- **Onsite Sessions.** In an onsite session jurors deliberate to a verdict.
- **Mock Trials.** Facilitating a full-blown mock trial. The session can also focus on a segment of trial such as voir dire, opening statements or closing argument.

THE BENEFIT

TrialFocus offers attorneys affordable trial consulting services using focus groups to “test drive” a case at a variety of stages from intake to mediation preparation to shortly before trial.

- We have helped colleagues get problem clients under control.
- Our colleagues have used favorable focus group verdicts to get the best settlement possible under the circumstances.
- We have uncovered case strengths and weaknesses.
- We have helped our colleagues develop trial themes and arguments.
- Our colleagues have used focus group feedback to develop compelling mediation and trial graphics.

As lawyers with significant trial experience, we provide a unique benefit to our colleagues by role-playing the opposition during the focus group or mock jury trial simulation. Only a two-sided simulation is worth your time and money.

AN OFFER YOU CAN'T REFUSE

You can test drive our most popular online focus group experience at a 50% discount. You'll receive detailed case feedback including individual verdicts, questionnaire responses and a debriefing session. If you'd rather sample a mock trial, we can also offer one at a substantial discount.

Call or e-mail us and we'll be happy to discuss your test drive. For updates and news about our trial consulting practice visit us online at www.trialfocus.com. We look forward to working with you.

(727) 524-4201
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Connect with us on Facebook, LinkedIn or Twitter to receive an additional 10% discount on your first focus group.



HERE IS WHAT SOME OF OUR COLLEAGUES HAVE SAID:

“TrialFocus gave me the confidence to recommend settlement terms that were very favorable to my client.”

“We gained valuable insight into the strengths and weaknesses of our client’s personal injury case and modeled discovery from the feedback we obtained.”

“I used TrialFocus to review a significant premises liability case. The results were surprising and very useful in preparing for trial.”