

# STOP GUESSING WHAT YOUR CASES ARE WORTH

19321-C U.S. Hwy. 19 North, Suite 401  
Arbor Shoreline Office Park, Clearwater FL 33764  
info@trialfocus.com | (727) 524-4201  
[www.trialfocus.com](http://www.trialfocus.com)

# 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.** An informal group session to evaluate the strengths and weaknesses of cases including a client video playback which incorporated opposition role play. These can be conducted online or on-site. They can be used to help decide whether to accept a case at intake, try a case or press for a quick resolution.

**Mock Trials.** A more formal exercise incorporating opposition role play to push back against your case. It's the only way to uncover case weaknesses, to fix mistakes and to develop the most effective themes and arguments. Try the entire case or only segments of trial if you wish. We can supply a retired judge to preside too.

**Full-Service Trial Consulting.** Cases destined for trial deserve special attention. We can take the feedback learned from an initial focus group session to begin the process of trial preparation using a mock trial as the crucible to see if trial themes and graphics adequately tell the story. We use video training to help lawyers improve their game and master the courtroom.

# 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 trial:**

- We have helped colleagues get problem clients under control.
- Our colleagues have used favorable focus group and mock trial 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 and mock trial 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 any service we offer at a substantial discount. Let's discuss the scope of work and agree on something that works for you. We offer a satisfaction guarantee! If you are dissatisfied, pay us only what you think is fair (but let us know what to fix).

Call or email 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](http://www.trialfocus.com)**.

We look forward to working with you.

(727) 524-4201  
[info@trialfocus.com](mailto:info@trialfocus.com)

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.”