Your Most Powerful Trial Tool

Isn't What You Say—

It's How You Say It

Pitch · Pace · Pause · Emphasis

Why Voice Matters More Than You Think

"Jurors don't experience your case on paper.
They experience it through your voice."

Jurors respond to:

- Rhythm
- Contrast
- Emotional cues
- Silence

Flat Delivery

Forces jurors to work harder.

Dynamic Voice

Does the work for them.

Goal: Clarity that feels like truth.

The Four Voice Tools Every Trial Lawyer Must Master

1 PITCH

Emotional Register

- Lower → seriousness, credibility
- Higher → urgency, tension
- Mid → conversational storytelling

"Signal emotion without saying it."

2 PACE

Control Attention

- Faster → action, chaos, events
- Slower → importance, reflection
- Vary it—or nothing stands out

"You decide what the jury remembers."

3 PAUSE

The Underrated Tool

- Signals importance
- Allows ideas to land
- Creates anticipation

"You must earn the pause."

4 EMPHASIS

Subtlety Wins

- Jurors prefer to arrive themselves
- Light stress—not heavy-handed
- Anything more feels like persuasion

"Jurors resist persuasion they can see."

From Flat to Powerful: A Practical Example

TYPICAL OPENING

"The evidence will show that the defendant was misidentified and was not present at the scene."

Result:

- Clear? Yes.
- Memorable? No.
- No rhythm, no emphasis, no impact.

VOICE-DRIVEN OPENING

"Ladies and gentlemen...

this case
is about a mistake."

[Pause]
"A mistake... that **felt certain**... in the moment."

Effect:

- The jury leans in
- The idea breathes
- The theme lands

Nothing changed in substance. Everything changed in delivery.

How Voice Shapes the Jury's Experience

1 You Create Contrast

Fast vs. slow · Loud vs. quiet · High vs. low

Contrast creates attention.

2 You Guide Without Forcing

Your voice highlights what matters—without announcing it.

The strongest persuasion is the kind the jury doesn't notice.

3 You Build Credibility

Measured delivery signals control.
Control signals confidence.
Quiet confidence reads as truth.

4 You Turn Information Into Story

Facts alone don't persuade. Experience does.

Voice is what converts one into the other.

THE LIGHTHOUSE PRINCIPLE

You are not pushing the jury.

You are guiding them.

- Illuminates key ideas
- Signals direction
- Keeps the jury oriented

If your emphasis is off, you risk guiding them somewhere you never intended.



Practical Tips You Can Use Immediately

✓ DO

- Mark your script like a music score—add pauses, emphasis, pace changes
- Identify 3–5 key moments that deserve vocal weight
- Use contrast: fast vs. slow, high vs. low
- Practice OUT LOUD—voice is physical
- Commit to strategic pauses at decision points

✗ DON'T

- Speak at one constant speed
- Overuse pauses—they lose power
- "Perform" emotion—let structure create it
- Center body text in delivery notes
- Skip rehearsal because you know the material

Courtroom Demo: People v. Ortiz

THE CASE

CHARGE

Armed robbery

DEFENSE

Misidentification

THEME

Certainty can be created—and be wrong

Opening Line	*Low pitch + slow pace*	*"Ladies and gentlemen… this case is about a mistake."*
Theme	*Subtle stress on 'felt certain'*	*"A mistake… that felt certain… in the moment."*
Action Seq.	*Faster pace + rising pitch*	*"A man runs. A hood pulled tight. A voice—demands money."*
Defense Theory	*Lowest pitch + fragment control*	*"That man… they say… is Daniel Ortiz."*
Closing	*Slow, clear, restrained*	*"It is about what is actually true."*

The Bottom Line

A powerful opening is not just well-written.
It is well-delivered.

Jurors decide based on:

"What they felt"	*"What they understood"*	*"What stayed with them"*

Final Thought

Don't just ask:
"What am I going to say?"

Ask:

"How will the jury experience this?"

In the courtroom, your voice isn't just a tool—it's the difference between being heard and being remembered.