

TIMED AGENDA

START - STOP	TOPIC	LENGTH
9:30 - 9:45	Preparation Strategies and Closing Argument Structure	15
9:45 - 10:00	Using the Law to Strengthen Your Case	15
10:00 - 10:15	Motivating Your Jury	15
10:15 - 10:30	What to do About Defense Arguments	15
10:30 - 11:00	Q&A	30
TOTAL MINUTES: 60 MIN AND 30 MIN Q&A		

Program Start Time: 9:30 am PT

Program End Time: 11:00 am PT

EDUCATIONAL MATERIALS

Simon, John. (2022) *49 Tips for Close*, Handout (5 Pages)

TRIAL GUIDES COURSE NO. 221220

DESCRIPTION

Trial Guides invites you to learn how to build a winning closing argument with John G. Simon. He will examine the main objectives of a compelling closing argument: arming your jury, using the law to strengthen your case, and enlisting the jurors as part of your winning team.

You'll get practical examples for motivating your jury and keeping their attention—all while avoiding pitfalls like repetition or overconfidence. John will demonstrate how to use jury instructions to structure your argument, as well as how to combat those specious, nonlegal defenses. Finally, he will provide several real-life examples of how these methods have been used to build a winning closing argument.

This comprehensive webinar will also cover:

- preparation strategies and closing argument structure
- using jury instructions as a scaffold to show the legal path to a plaintiff verdict
- handling life expectancy/life care factors
- real-life examples that hit close to home for your jurors
- the Golden Rule approach
- appropriate closing argument demeanor, including expressing emotion
- challenging the defendant to address lingering issues including damages
- handling comparative fault and “preponderance of the evidence”
- framing simple sympathy as an excuse for inaction
- issues surrounding money, greed, and client worthiness
- prejudicial pretexts and ad hominem attacks (age, immigration status, prior convictions, etc.)
- discussing the importance of the verdict
- asking for an amount with confidence and credibility

A strong closing argument does more than just restate the facts; it distills your case, simplifies your side, and energizes your jury to render justice for your client.

PRESENTER

JOHN G. SIMON



Trial Lawyer, Managing Partner, The Simon Law Firm, P.C.
Doctor of Jurisprudence, Saint Louis University School of Law, Graduated 1986
 ◦ Law Review: Saint Louis University Law Journal, 1985-1986
Bachelor of Science, Saint Louis University, *Magna Cum Laude*, 1983

Admissions: Missouri, Illinois, Arkansas, Minnesota

- U.S. District Court, Eastern District of Missouri
- U.S. District Court, Western District of Missouri
- U.S. District Court, Northern District of Illinois
- U.S. District Court, Central District of Illinois
- U.S. District Court, Southern District of Illinois
- U.S. District Court, Eastern Districts of Arkansas
- U.S. District Court, Western Districts of Arkansas
- U.S. Court of Appeals, First Circuit
- U.S. Court of Appeals, Eighth Circuit

John G. Simon's work as Managing Partner at The Simon Law Firm has resulted in hundreds of millions of dollars for past clients. Well-respected in his field, John's career includes several published works, frequent community involvement, and the role of adjunct professor at Saint Louis University School of Law. For 30 years, John Simon has devoted himself to fighting for the victims of negligence in St. Louis and across the nation. John's conviction and passion for the law form the cornerstone of our practice. His belief in the power of hard work, persistence, and dedication allows him and his fellow attorneys to achieve incredible results. Above all, he knows that a group of committed individuals working together can accomplish great things—that's the heart of his firm.

Professional Organizations

- Bar Association of Metropolitan St. Louis Executive Committee, President 2018-2019
- Bar Association of Metropolitan St. Louis Executive Committee, President-Elect 2017-2018
- America's Top 100 Attorneys® for Missouri, Lifetime Achievement
- National Academy of Jurisprudence, 2016
- Bar Association of Metropolitan St. Louis Executive Committee, Vice President 2016-2017

WEBSITE

<https://simonlawpc.com/meet-our-attorneys/john-g-simon>

NOTABLE OUTCOMES

- **\$105 Million** – Products Liability Case Against Bridgestone/Firestone
- **\$42 Million** – Personal Injury Case Against Gateway Hotel Holdings
- **\$32 Million** – Class Action Claim
- **\$25 Million** – Class Action
- **\$20.8 Million** – Vioxx
- **\$18 Million** – Class Action

HONORS

- *Best Lawyers in America*® 2005-present
- *The Inner Circle of Advocates (100 Top Plaintiff Attorneys in the U.S.)* 2014-present
- *Litigation Counsel of America, Fellow*, 2014-present
- *AV*® rated by Martindale-Hubbell® 1996-present