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Be brief (Rule 28), 52, 134

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Make sure you come across as being absolutely fair (Rule 48), 77

Margins have an effect on the reader (Rule 93), 179

Never ask "why?" and never ask "how?" in cross-examination (Rule 78), 146

Never convey any visual signal you don't intend to convey (Rule 5), 12

Never forget the average witness speaks from memory (Rule 59), 105

Never forget, you are dealing with facts but what the witness believes to be facts (Rule 60), 106

Never put words into the mouth of your own witness (Rule 18), 33

Never refer to the criminal record of an accused or to any offers of settlement (Rule 17), 32

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Use headings (Rule 95), 182

Use variety in the format of your questions (Rule 65), 109

Vary your pace and vary your tone (Rule 31), 56

When there is a weak point in your case don't pretend it isn't a weak point (Rule 46), 76

White space is user-friendly (Rule 91), 178

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