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**RULES FOR EFFECTIVE BRIEF-WRITING**

**Basic Brief Structure**

* Persuasive Statement of Issues
* Persuasive (but not misleading) Statement of Facts & Proceedings
* Legal Argument – Series of syllogisms

**Tips and Traps**

* Start with an outline/plan
* Know record & cases
* Know standard of review
* Use record effectively
* Address your weak points
* Write clearly & avoid legalese/passive voice
* Brevity is the soul of wit
* Go for the jugular/distill your argument
* Revise, revise, revise
* No ad hominem attacks
* Limit your issues
* Avoid long block quotes
* Understand your own argument
* Proofread carefully
* Use appendix strategically
* Redact carefully