**Rules for Effective Brief-Writing**

I. BASIC BRIEF STRUCTURE

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

II. TIPS & 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