

How to Win a Jury's Heart: Expert Advice on Wooing a Boxful of Skeptics, JD Jungle, at 29

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Lawyers should not dress *too* down for the courtroom, says Malcolm Wheeler, a Denver-based defense attorney and an expert in jury decision-making. "If you normally wear \$3,000 suits and you put on something from Sears, you'll subconsciously feel like a fraud," says Wheeler. "And the last word you want a jury to tag you with is 'fraud.'"