
WILLIAM BERNHARDT

DEAR DIRECTOR OF EDUCATIONAL PROGRAMS:

Stuart Berg Flexner once wrote, "One can be a good lawyer and a bad writer, but not a great one without being a great writer."

For the past several years I've presented a legal writing CLE called *Superior Legal Writing: Winning With Words*. My primary theme is that good writing skills not only improve lawyer's results, but also enhance lawyers' reputation with judges and improve their relationships with other lawyers and clients. I've interviewed many attorneys and judges, and they all agree. To quote the late federal judge William L. Dwyer, "If you really do write well, you win more cases. It's that simple."

You may have had legal writing CLEs in the past that you felt were unsuccessful, but my unique approach and background have made this program a consistent success. I'm an experienced speaker, I've spent years perfecting this material, and my name-recognition as a bestselling author always produces impressive registration numbers.

I have an extensive background in law, literature, and public speaking. In law school, I was part of the three-member team that won the National Moot Court competition and I was also named Best Speaker. I was a trial lawyer for ten years at a large firm and was named one of the top twenty young lawyers in the nation by *Barrister Magazine*. Since then I've written more than twenty *New York Times* bestselling novels, most recently *Capitol Offense*.

I can mail you an informational brochure, but I'd much rather talk with you about how to tailor the program to your needs. I can increase or decrease the length or the ethics aspect, or emphasize particular topics. I want to work with you to put on the best program possible.

Please contact me at your convenience. I hope I can be part of your 2010 CLE programming.

Sincerely yours,
WILLIAM BERNHARDT
