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CONTACT:

Jesse Wilson

Tell the Winning Story

719-301-5717

jesse@tellthewinningstory.com

www.tellthewinningstory.com

**Penn Law Firm Uses Tell The Winning Story Trial Techniques
Wins Nearly \$90 Million Against Negligent Trucking Firm**

Colorado Springs, Colorado, May 18, 2018. Tell the Winning Story’s trial techniques helped a relatively unknown Texas law firm win an \$89.6 million verdict against a guilty \$2 billion trucking company.

Taking place in Harris County 127th District Court Civil, the jury found one of the biggest trucking companies in America, Werner Enterprises, negligent in the crash that caused the death of Zack Blake, and extensive injuries to Jennifer, Nathan and Brianna Blake, leaving her in need of 24-hour care for the rest of her life.

“This trial was heart-wrenching and grueling, but the lawyers stuck with it and used the techniques taught through Tell the Winning Story to tell the Blake family’s story in the best light possible and get a winning verdict,” said Jesse Wilson, CEO of Tell the Winning Story.

Wilson consulted the attorneys of Penn Law Firm and Harrison Davis Steakley Morrison Jones P.C. (co-lead counsel specialist in catastrophic accidents), for almost a month to discover and bring out the winning story, empower the jury, and to get justice for the Blake family. Before Tell the Winning Story, the plaintiff’s strategy focused on the victim-hood of the family, especially Brianna’s condition, instead of portraying them as victors and survivors.

“It’s imperative to portray the plaintiff’s as victors, not victims. It is a common misconception that the jury will sympathize with a victim, but it’s much more rewarding and effective to gain their respect and inspire them with a victor,” Wilson said.

“It was an underdog case many attorneys would not even take--an injured mom and her hurt children against a multi-billion dollar corporation with a lot more resources,” said Eric Penn, co-lead counsel of the Penn Law Firm in Jacksonville, Texas. “Fortunately, I brought in Jesse with Tell the Winning Story. The strategy and techniques obviously worked—sending a strong message to the guilty defendant, while winning an almost \$90 million verdict for my client.”

Contact Tell the Winning Story for more details, including a detailed Case Study, showing the dynamics and turning points of the trial, which specific techniques were most impactful, and how to leverage these same approaches in similar trial scenarios.

About Tell The Winning Story

Tell the Winning Story's litigation jury and trial consulting firm (www.tellthewinningstory.com) helps prepare trial lawyers and witnesses to win by crafting the best strategies and identifying the most persuasive approach to connect and persuade jurors--culminating with *the winning story*. The strategies have won \$10, \$13, \$45 and \$90 million dollar verdicts. Services include one-on-one consulting, speaking events, and multi-day workshops for CLE credit.

About The Penn Law Firm

The Penn Law Firm is exclusively dedicated to helping people who have been seriously injured by the negligence of others. The Penn Law Firm's practice concentrates on helping victims of catastrophic trucking crashes nationwide.

About Harrison Davis Steakley Morrison Jones P.C.

Established in 1999, with law offices in Waco and Beaumont, Texas, Harrison Davis Steakley Morrison Jones P.C. is a nationally recognized law firm committed to getting justice for clients in Texas and throughout the United States. The firm practices in the areas of catastrophic accidents, pharmaceutical litigation, fire and explosions and defective medical devices.

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