

Tips to Vet Your Expert

1. Tone & Pace
 - a. Is the expert enthusiastic?
2. Are they sharp as a tack?
 - a. Do they sound intelligent? Do they get to the point? Do they sound confident?
3. Do they sound like someone worth listening to?
 - a. They will be guiding the jury through the events, basically a guided tour.
 - b. Are they able to paint this picture with words? Not only in testimony but in their report.
4. Is their tone and pitch pleasing to the ear?
 - a. Will they cause the jury to tune out?
5. Do they stress different points with different tones and inflections?
6. Did they build a rapport with you?
 - a. If they didn't, they will not build it with the jury.
 - b. Is the expert likeable?
7. Was the call conversational or transactional?
8. Was there dead air in the call?
9. Were there noticeable filler words?
 - a. Ummm, well, etc.
10. Would you be convinced by them?
 - a. Do they know their field, or have they done enough research to know what to say?

11. On their CV, do they have the physical certificate for what you need?
12. Have they withstood a court challenge before?
13. Have they ever been paid to instruct a class?
 - a. They are basically teaching the jury a class.
14. Have they ever been paid to be a public speaker?
 - a. If they've been paid, they are typically a dynamic person.
15. Did they teach you something on the call?
 - a. Did you walk away from the call learning something you didn't know before?
16. Can they submit a sample work product?
 - a. Is it complete and easy to understand?
 - b. Did the layout make sense and follow a nice flow?
 - c. Did they include photos and graphics?
 - d. Was the scope of their report clearly defined?