



# How to Do Your Own Focus Groups: A Guide for Trial Attorneys

*David Ball*

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## **How to Do Your Own Focus Groups: A Guide for Trial Attorneys** David Ball

How to Do Your Own Focus Groups, is an easy-to-follow book. Written by leading jury consultant and best-selling trial advocacy author David Ball, it shows you how to organize and direct your own focus group from deciding what kind of focus group best fits your case to selecting the focus-jurors, to analyzing your conclusions. The book is designed so that attorneys can easily start conducting their own focus groups or find trial consultants for hire to run them. The book comes with a CD-ROM that includes sample schedules, letters, forms and questionnaires that you can easily import to your own word processing program and adapt to your focus group.

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