

YOUR

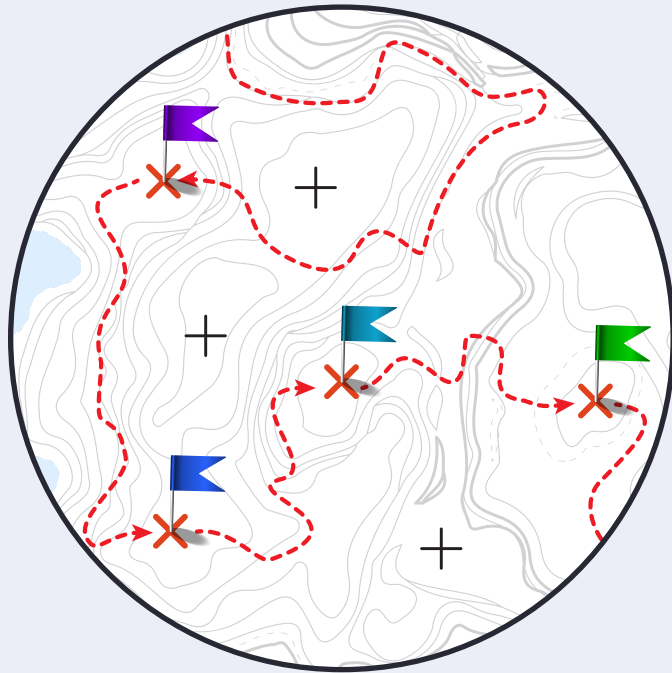
Criminal Defense Battle Plan

6 Proven Steps to
Fight Your Charges
and Get Your Life Back



**LANCE
KENNEDY**
LAW FEDERAL & TEXAS
DEFENSE

6 Proven Steps to Fight Your Charges and Get Your Life Back



Ready to fight your criminal charges with confidence? A battle plan is the key to reducing the stress of having a criminal charge and getting your life back.

This is Lance Kennedy Law's proven 6-step strategy for navigating criminal cases – employed successfully by numerous Texans facing similar challenges.

By following these steps, you can transform the overwhelming process of dealing with criminal charges into a strategic system that empowers you – giving you the freedom to focus on reclaiming the life you love.

It also increases the chances for positive outcomes in your case. Utilizing these precise 6 steps, individuals have triumphed over their criminal charges and regained control of their lives.

You can save time and money while securing a successful defense. Once you understand these 6 fundamental components of your criminal defense battle plan, you can:

- Fight your charges with a clear strategy to increase the chance of a positive outcome
- Streamline your defense process, ensuring it runs efficiently and effectively
- Get your life back

To your success,

A stylized, cursive signature of Lance Kennedy.

Your Defence is like a Battle Plan.

6 PART BATTLE PLAN

- YOUR MISSION (*Headquarters*)
- YOUR STORY (*Military Intelligence*)
- YOUR PITCH (*Psychological Operations*)
- YOUR TACTICS (*Arsenal*)
- YOUR SYSTEM (*Communications*)
- YOUR BACKUP (*Troops*)

How do you really fight criminal charges? Why do some people seem to fight their criminal charges successfully while others don't?

If you want to fight your criminal charges with confidence, you need to know how to boost your chances of success.

The 6 parts of this battle plan illustrate the 6 parts of your defense. Build all 6 parts correctly, and your defense will be stronger.

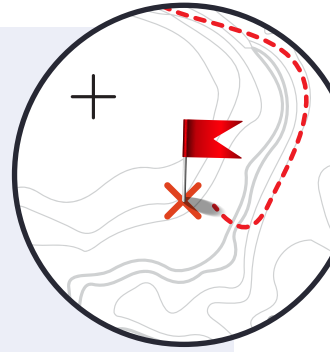
Now, you're ready for the 6 steps.

STEP

1

YOUR MISSION _____

HEADQUARTERS _____



Define your defense goals and priorities in light of legal realities.

First, you need to have a clear picture of what success looks like and have a plan to achieve it.

Imagine a soldier on a battlefield without knowing his mission or having a plan to accomplish it. That would be pretty ridiculous, right?

But that is what criminal defendants do all the time.

Even worse, many criminal defense attorneys never develop a personalized strategy for each client's case.

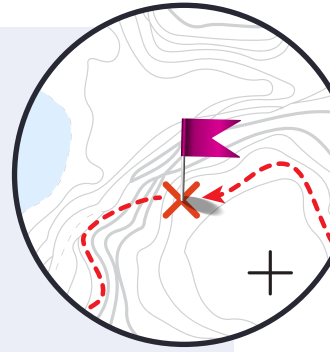
Of course, most defense attorneys aim to serve and solve client problems. However, each criminal case requires a unique strategy to increase the chances of success.



Not having a clear picture of what success looks like to you and having a plan to win is like fighting a war without a mission or strategy. No one wants to fight a criminal charge like this.

HOW TO GET START NOW

1. Determine the specific goals that mean success to you if they're accomplished.
2. Align your criminal defense battle plan around achieving these goals



Clarify your side of the story and use a proven plan.

Once you've aligned your criminal defense battle plan around your specific goals, you must clarify your side of the story and have an effective messaging plan.

Your story should make prosecutors realize they don't hold all the cards. But if you're like most criminal defendants, you don't have a story, which makes prosecutors think they can railroad you.

Why should they dismiss your case or give you a good deal?

To create a clear and compelling story, you need to articulate...

- The weaknesses in the prosecutor's case.
- Show through your story that the prosecutor doesn't hold all the cards.
- Stress your story to get a better deal from the prosecutor.

At Lance Kennedy Law, we refer to this as your "case message." We repeat your case message in all discussions with the prosecution so they know our position and that we can undermine their case.

DEVELOP A DEFENSE FUNNEL

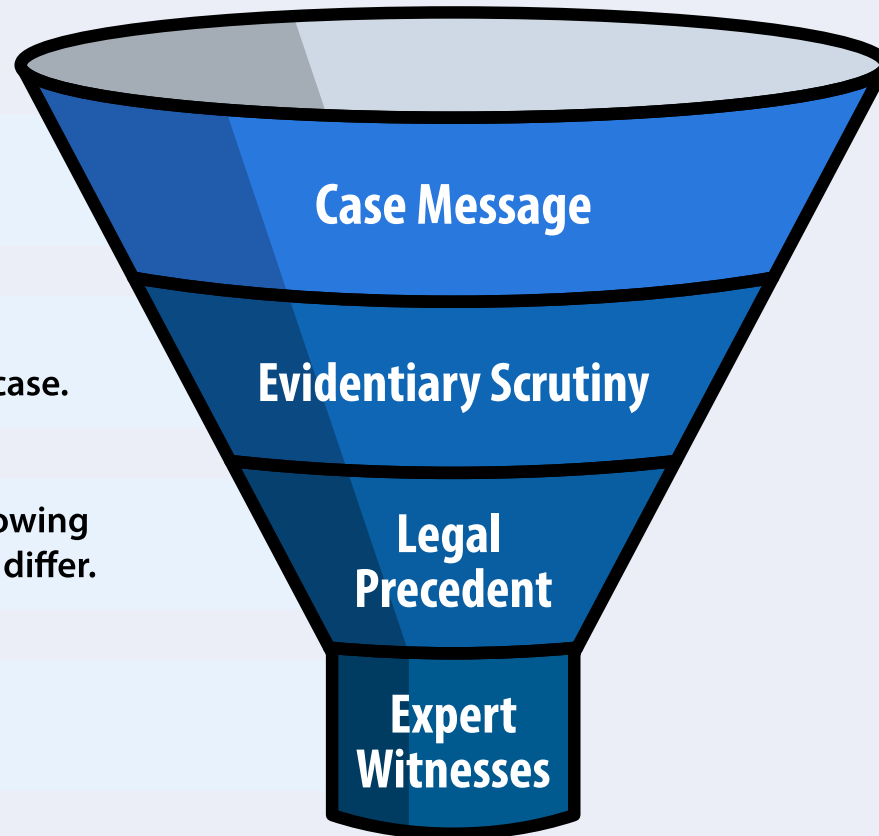
- We've developed a defense strategy proven to generate results for our clients. We call this a "defense funnel."
- A "funnel" is simply a systematic approach to taking a prosecutor from being confident about their case to doubting their chances of winning.

Have a clear
case message.

Find weaknesses
in the prosecutor's case.

Create doubt by showing
interpretations can differ.

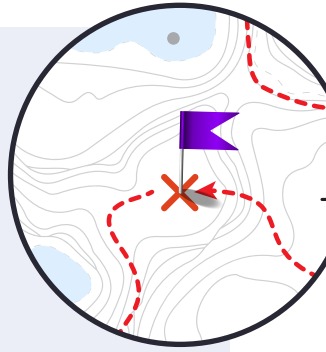
Challenge the
prosecutor's claims.



Not clarifying your side of the story and having a messaging plan is like fighting a war without knowing why you're fighting. Instead of strengthening your case, prosecutors will believe they hold the cards, jeopardizing your success.

HOW TO GET STARTED NOW

1. Clarify your side of the story, outlining the issues with the prosecution's case. Blend emotions with facts in your defense pitch.
2. Start building your defense funnel.



Craft a persuasive defense pitch that resonates with judges and juries alike.

Criminal defendants and their lawyers often make one of two mistakes: being too aggressive or too passive. Being too aggressive can turn off judges or juries while being passive can lead to unclear communication.

The key is to be assertive without being overbearing.

How can you present your pitch in a way that is agreeable to others without rubbing them the wrong way?

Well, you need to understand a fundamental principle:

People don't just respond to facts.

They also respond to emotion.

Approaching a defense pitch with facts and emotion leads to a successful defense pitch.

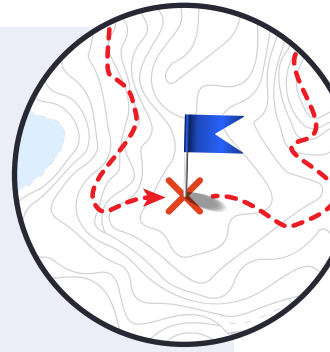
Instead of just presenting the facts, it's important to evoke emotions in the case to allow the judge or jury to feel your side of the story, not just understand it rationally.

The key to persuading people is to address their emotions and remind them why they feel that way while presenting them with facts.

! *Not having an effective pitch is like going to war without psychological operations. You will not be able to sway judges or juries to your side.*

HOW TO GET STARTED NOW

1. Identify critical emotional aspects of your case, like fairness or empathy.
2. Blend emotions with facts in your defense pitch.
3. Make sure your story connects with the feelings of judges and jurors, not just their thoughts.



Optimize your legal tactics for success.

You're falling behind if you're not optimizing your legal tactics to create momentum. To truly fight to win, your legal tactics must generate momentum for your case.


Unfortunately, many criminal defendants waste their time and money on hopeless tactics or subpar representation. They are wasting resources that don't help them achieve success.

Even if they do make some progress, it is often too small to make a big difference.

To avoid investing in tactics that suck time and money out of your limited resources, you need to evaluate the effectiveness of your tactics and optimize your strategy:

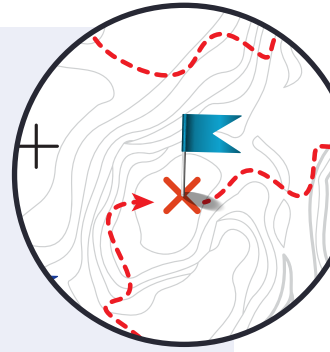
- Look for ways to reduce the cost or time to get results
- Increase efforts where appropriate
- Create strategies to strengthen your position and shore up weaknesses

The point is this: don't neglect tactical effectiveness. You can try to come up with winning ideas all day long, but unless the tactics you're coming up with are effective, it won't matter how hard you try to use them.

 *Not having highly effective tactics is like fighting a war without enough ammunition. Your legal strategy may falter, jeopardizing your chances of success.*

HOW TO GET STARTED NOW

1. Determine which tactics are creating the most and least momentum
2. Put all your legal efforts toward strengthening or cutting these tactics



Implement an efficient case management and communications system.

Many people facing criminal charges and their lawyers have a hard time because they're disorganized and struggle to communicate.

Everyone is left in the dark about the case, and the defense often involves reacting and begging the prosecution for a better deal.

But this way of defending yourself doesn't work.

To fight your case the **right way**, you need an excellent system to keep things organized and communicate well.

You need regular, proactive communication with your attorney.

Instead of continuously operating in panic mode, you want to avoid legal issues and put out fires before they start.

And guess what?

When you do that, your stress will decrease.

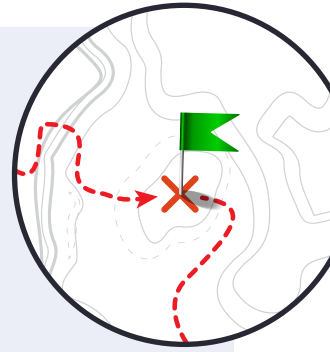
You will feel cared for and heard – and happy clients are the sign of a successful attorney.



Not having an efficient case management and communication system is like fighting a war without radios or GPS. It is crucial to have a highly productive system to be as effective as possible.

HOW TO GET STARTED NOW

1. Start communicating with your attorney often.
2. Think about what you want to ask them in advance.



Take advantage of the benefits of working with an attorney.

An attorney is your strategic ally who provides essential support to navigate the complexities of your case.

They offer invaluable benefits to your defense, much like troops on the battlefield.

- **Experience:** Attorneys bring in-depth knowledge and years of experience, enhancing your chances of success.
- **Resources:** They offer a wide range of legal resources to ensure a thorough defense.
- **Guidance:** Attorneys provide strategic guidance and assist you in making informed decisions throughout your case.
- **Negotiation:** Leveraging their negotiation skills, they work towards favorable deals and outcomes while minimizing the impact on your life.
- **Support:** Beyond the legal expertise, attorneys provide emotional support, understanding stress, and offering reassurance.

- **Advocacy:** Attorneys act as your representatives, presenting your case persuasively and advocating for your rights.

By including this backup in your defense, you improve your chances of success, work to turn the tide in your favor, and get your life back.



Not leveraging the benefits of working with an attorney is like entering a battle without deploying your troops. Your defense may lack the strength and strategy to secure a favorable outcome.

HOW TO START NOW

1. Talk to an experienced criminal defense attorney and share the details of your case.
2. Listen to their advice and collaborate to build a strong defense strategy.



Fight your criminal charges. Build a battle plan in 6 steps.

Regardless of what kind of criminal charges you're facing, you need a battle plan that reduces your stress and helps you get your life back.

Whether you're facing federal or state charges, a felony, or a misdemeanor – every criminal defense needs these 6 key parts to be a successful plan.

If you have questions about these 6 steps, we're here to help.

Lance Kennedy Law builds each key part of the battle plan for its clients through...

- A clear case message and pitch
- Personalized tactical analysis of their case
- Easy-to-use case management and communications systems

This is our proven 6 step strategy for fighting criminal charges, which has been successfully employed by numerous Texans facing similar situations.



LANCE
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DEFENSE

Start fighting your charges with a battle plan.

Contact Lance Kennedy Law today and **get your life back.**



DWI



DRUG CHARGES



ASSAULT

You Deserve an Experienced Criminal Defense Attorney on Your Side

If your life has been turned upside-down after a criminal charge and you're unsure how to get it back, I understand. The criminal justice system is complicated. With experience resolving thousands of criminal cases, I understand the system from beginning to end. And I'm committed to helping you navigate it so you can get your life back.

Lance Kennedy

About Lance:

- ✓ Former Assistant United States Attorney
- ✓ Former Assistant District Attorney
- ✓ U.S. Army Judge Advocate
- ✓ 7 Federal Jury Trials & 50+ Texas Trials
- ✓ Holds degrees from Southern Methodist University Law School, Harvard University, & University of Texas at Austin
- ✓ Worked with the FBI, IRS, DEA, ATF, HSI, Border Patrol, Texas Rangers, and local law enforcement agencies.



Proud Member of
Texas Bar College
A Professional Society of Legal Scholars



Client Testimonials

"[Lance] navigated the complexities of my case with skill and precision, ensuring that every detail was meticulously addressed."

— Kelab P.

"Lance helped me by walking me through the process and what I should expect next."

— Julia M.

"Lance took the time to talk to me, explained the process and scenarios, and answered all my questions."

— Jenny B.

"He is a consummate professional, and I would not hesitate to refer any friend or family member to Lance Kennedy Law."

— Scott S.





LANCE KENNEDY LAW

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