

Theory

A **theory** is a one-paragraph description of the key factual, legal, and emotional aspects of your case.

A good theory is:

- Emotionally compelling
- Deals with both good and bad facts
- Based on experience and common sense
- Addresses the important aspects of the law or contract language

Theme

A **theme** is a word, phrase or simple sentence that captures the dominant emotion and/or reality of your case.

A good theme is:

- Short
- Catchy
- Forceful
- Emotional