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Client information	Client personal situation Potential Exposure Bottom Line
DA information	Personality Type Experience Level Relative values: currency, inflation, and the value of a plea
Judge information	Pet Peeves Normal sentence under circumstances
Trial Preparation	Credible Threat Willing to Try Losers and Make District Attorneys suffer
Credibility	Going the extra mile to be absolutely clear about the truth Why your offer makes sense in this case
Timing	Gauging DA and Judge First, Middle, Last Judge Shopping Continuances to improve deal, explain deal, or get in better position to comply with deal
Explaining Offer	Transcript Check List Knowing and Voluntary
Rejecting Plea	Signed rejection of plea offer Charges, Record Level, Potential Exposure, Plea offer Knowingly and voluntarily reject plea
Taking Plea	Prepare Client for Appearing before Judge "Yes, Sir" Tuck in your shirt Admission of responsibility Less is more