



# The Golden Theme: How to make your writing appeal to the highest common denominator

*Brian McDonald*

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**The Golden Theme: How to make your writing appeal to the highest common denominator** Brian McDonald

At the heart of every great work is an essential commonality, which author and teacher Brian McDonald explores in *The Golden Theme*. McDonald's previous book, *Invisible Ink*, has been acclaimed by award winning authors and screenwriters. In *The Golden Theme* he turns to the question of what makes writing and storytelling essential to us. Readers and writers will benefit from his deep insight. "Brian McDonald is one of the world's wisest teachers of the elements that create great storytelling....If you a writer in any genre, read *The Golden Theme*. If you are a non-writing reader who just loves stories, read it. If you are a teacher, share it with your students. And give it to friends, who will thank you for the clarity Brian McDonald so generously brings to our lives." - from the Foreword by National Book Award winner Charles Johnson.

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