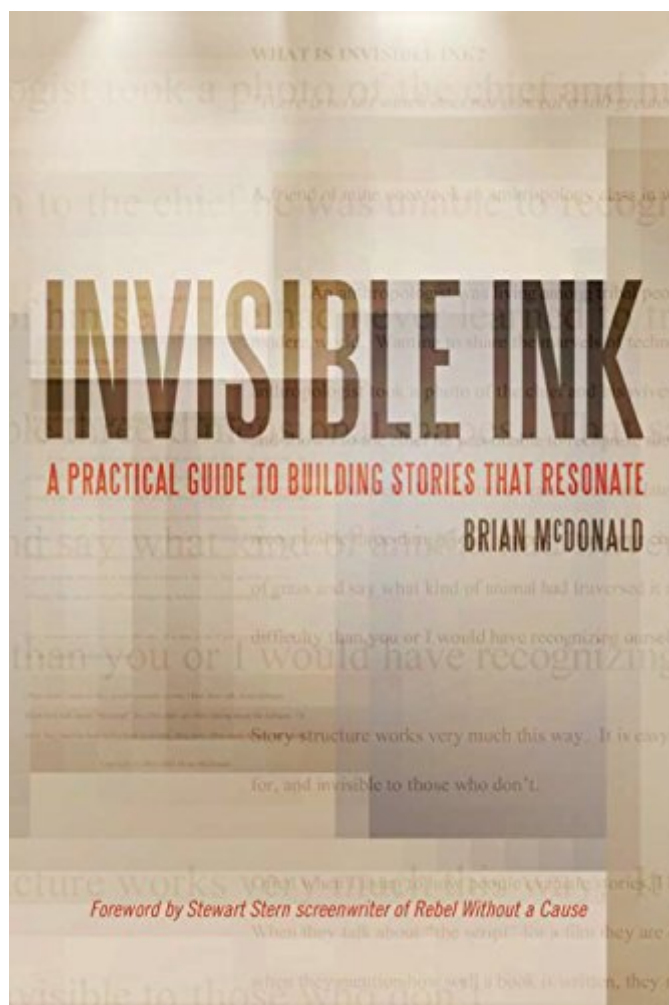


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# Invisible Ink: A Practical Guide To Building Stories That Resonate



## Synopsis

Invisible Ink is a helpful, accessible guide to the essential elements of the best storytelling by award-winning writer/director/producer Brian McDonald. Readers learn techniques for building a compelling story around a theme, engaging audiences with writing, creating appealing characters, and much more.

## Book Information

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## Customer Reviews

There are already a ton of reviews for invisible ink and I'm going to add another. What is invisible ink? It is a book about story telling, structure, best practices really and it's extraordinary. You can read ton of reviews that will echo that thought so I'm going to instead try a different approach. Who is invisible ink for? Every body. Invisible ink goes into great detail about the aspects of story telling that usually isn't apparent, the parts that are planned and guide and build the story without necessarily actually being a part of the story. Sub text and so on. While it might be apparent from the get go what makes this useful for a writer, it might not be so apparent what makes this useful for a reader. The truth is that this is maybe the best tool for getting enjoyment out of reading I've ever

read. This book has some very simple concepts that will be relayed to you in a simple manner which does not presume you have any background in writing at all. Anyone will be able to follow and understand the concepts and the way the book builds on those concepts to deliver more makes it all the more accessible. If you enjoy stories, movies, books, comics.. You should read this book because you'll get way more out of them after reading this book than you did before. One of the main concepts of this book is that stories should have a simple theme and follow them. This book is itself non-fiction, and yet it even follows that concept. The theme of having a theme is the glue that basically puts every concept together. The book will keep revisiting this theme itself and further cement why it is important. Additionally in doing so the subject matter is easier for the reader to retain (I took notes while reading and plan to read again, but you by no means have to go through such lengths). If you've ever read a book, or watched a show and thought something was especially well done or bothered you, but couldn't quite put your finger on why, this book makes it clear. As far as flow this book though non fiction really feels like a page turner. Through use of example and relating it back to stories you're familiar with, the lessons flow from the pages not like a lecture, but rather like you are actually watching an entertaining movie itself. Never a time did I find the material dry or especially difficult to trudge through. Finishing this book is something you could do quickly or savor it and re-reading potential, in order to retain more is quite high. I do have one complaint and the author knew this would happen as he addresses it in the book. There is a time when he uses a gender tag for a concept that I personally wonder if it was a necessary way to describe the concept. He insists it is and spends a bit of time defending it in his work, but it felt a tiny bit like a distraction to me. I know some readers have found that section to be too much and stopped reading, but I personally think they missed out. It's a minuscule nitpick and for such an accomplished writer whose book is so extraordinary, I think we should forgive that section even if we don't entirely agree with it. I personally thought the content was spot on, just the labeling bothered me a tad. Small price to pay for this masterpiece book and I for one defer to the author's wisdom. So in conclusion, who is this book for? Everyone. There is no one who could not benefit from the knowledge contained and it even reads a little like a fun little fiction. If you don't read this book you are seriously missing out.

I am very lucky to have had Brian as an instructor, guide, and mentor while participating in the Red Badge Project - a program he heartfeltdedly volunteers and dedicates his time and talents to. I bought this book to keep as a guide as I continue to learn and craft stories; I keep it handy for whenever I have an idea. Brian's technique, and the way in which he explains it, simplifies a complex craft using relatable examples. This is not a boring book about writing technique - it is

written with the insight and cleverness that is uniquely Brian McDonald. He has forever changed how I view and analyze TV shows, movies, and read books. I have purchased additional copies to pass along to others. Highly recommended!

You could buy a thousand different books on how to write a good story, but to be honest, this will be the only one that you'll ever really need. Too many authors offer formulas and fill in the blanks to what they think will make a good story, but McDonald is the only author I've found whose advice gives you practical principles and values to give your work life and lasting impact on your readers in your own way. This is the first book I recommend to anyone who asks for advice in writing a good story, because everything I would tell them comes straight from these pages.

A story client ask me to read this thinking it was like my book, The Moral Premise. It is! Brian McDonald understands what makes a good story great. The only difference between Invisible Ink and TMP are the terms...well, and I might give a few tools as to how to implement the Invisible Ink. But the concepts are the same and both books point to how successful stories become legendary. I highly recommend Invisible Ink. Brian give some great examples from famous films and makes this point well. I thoroughly enjoyed this

Many of the books I have on dramatic writing stay on my shelf as reference. If I'm stuck, I'll grab Syd Field, Howard & Mabley, John Truby, Lajos Egri, etc. and flip to the appropriate section as I'm developing a story or working out the script. Without question, Invisible Ink was the easiest-reading and most entertaining so far. Granted, it's not a step-by-step how-to book; it's really about what makes stories WORK... or RESONATE with the audience. With the exception of Blake Snyder's book, Save The Cat!, I've never had the enthusiasm to read through a screenwriting or story theory book in one sitting. Invisible Ink is written in such a way that it grabbed me from the start. The author is extremely insightful and down-to-earth. The book is just plain straightforward and fun to read. That's not to say it lacks depth... not by any means. It's just that these profound concepts are illustrated clearly and skillfully by someone who really knows his stuff. In addition, the ideas (I think of them as individual tools in an arsenal) are each delivered in bite-sized amounts of a couple pages or so on average. I thought the author was pretty creative in the way he described some of these concepts. For instance, the section on "The Armature" really resonated with me, and now I have no choice but to think of the story's "point" as an "armature", which all of the other supporting plots and characters hang from. I'll also have no choice now but to look for the "Invisible Ink" as I watch other

films with a more perceptive eye.

One of the best books on writing out there. I actually read it the first time on his website or Book Trope's site (can't recall). It was available to read as a PDF or something for free. It was so good, I actually purchased a copy to have at my desk. I don't believe it is available for free anymore, but the price to have this is worth every penny. (For the record, I have 10 published books out by HarperCollins. Wish I'd read this book back when I was first learning how to write! Even though it is geared toward screenwriters, it is well worth the time for novel writers of fiction.

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