The Golden Rule of Writing (The Writing Code Series Book 1)

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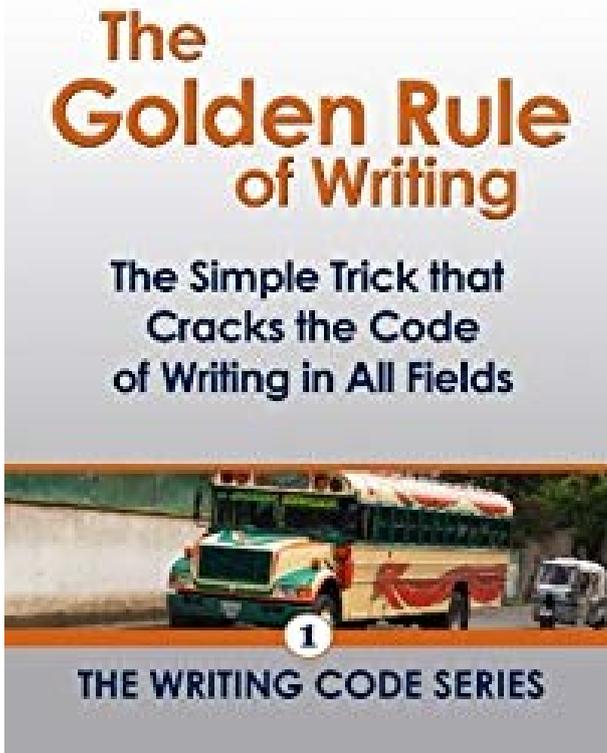
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The Breakthrough Idea That's Revolutionizing How People Write What if you could master every challenge of writing -- building great sentences and paragraphs, constructing compelling stories, explaining complex concepts -- with one very simple principle. What if that principle was not only simple, but also intuitive? What if, deep down, you already understood that principle? What if you in fact used it, subconsciously, 50,000 times a day? And what if a short book -- which you could read and understand in an hour -- could show you everything you needed to know to apply that principle right away? Well it's true. One simple rule – the Golden Rule of Writing – tells you everything you need to know to transform your writing. Whether you're a high school or college student, teacher or business professional, or journalist or author -- or if you just want to express yourself better in emails and social media -- the Golden Rule shows the way. Here's the best part. The Golden Rule is just eight words: "Make everything a journey. Start strong, finish strong." Tested with a wide range of learners, the Golden Rule will transform the way you approach writing. You will be able to approach every writing challenge with clarity and purpose. And when you get stuck or make mistakes, you'll know just what to do to get on the right path. The Golden Rule helps you write better stories and analyses, emails and memos, briefs and reports, RFPs and proposals, and even speeches and video scripts. "The Golden Rule of Writing" is the keystone of Charles Euchner's comprehensive guide, "The Big Book of Writing," which is available in both Kindle and paperback formats. About the Author Charles Euchner, an author and teacher, is the creator of The Writing Code. Euchner is the author of books on civil rights ("Nobody Turn Me Around"),

baseball "The Last Nine Innings," ""little League, Big Dreams"), urban affairs ("Urban Policy Reconsidered," "Playing the Field"), and politics ("Selecting the President," "Extraordinary Politics"). A long time teacher -- at Yale, Holy Cross, Penn, Northeastern, and St. Mary's -- Euchner has taught writing at seminars across the country in a wide range of settings, including universities (Vanderbilt, Yale, SUNY), corporations (Amneal, NetCom, Pitney Bowes, Gen Re), publishing houses (Oxford), and special-topics seminars for students and authors. Euchner holds a B.A. from Vanderbilt University and an M.A. and Ph.D. from the Johns Hopkins University.