

# CREATING A LOGLINE

**#1 Tip:** Keep it tweetable – 1 sentence, under 25 words, under 140 characters

- Stay focused on the story dilemma.
- Do not include names (unless it's a famous pd character such as Abraham Lincoln or Frankenstein).

## Logline Formulas:

A TYPE OF PERSON attempts to GOAL by UNIQUE METHOD.

After BACKSTORY SYNOPSIS, a MAIN CHARACTER must STORY GOAL.

A PROTAG wants GOAL, but when INCIDENT happens, the only hope is ACT 2 (or VILLAIN OBSTRUCTS).

When a PROTAG becomes an ORPHAN, he WANDERS, only to morph into a WARRIOR by becoming a MARTYR.

INCIDENT VERBs a FLAWed PROTAG to JOURNEY to GOAL, only to REALIZE NEED.

A PROTAG tries SOMETHING, but is forced to DO SOMETHING ELSE and the only way to get out of it is to DO SOMETHING TOTALLY DIFFERENT.

A HERO with an INNER CONFLICT must overcome ANTAGONIST to REACH GOAL.

INCIDENT forces PROTAG to 2ND ACT JOURNEY so that GOAL IS ACHIEVED.

When INCIDENT happens, PROTAGONIST attempts ACTION against ANTAGONIST.

PROTAGONIST attempts ACTION against ANTAGONIST to GOAL and prevent STAKES.

PROTAGONIST is forced to deal with EMOTIONAL CONFLICT in order to resolve PHYSICAL CONFLICT before STAKES (specific catastrophe) [or DEADLINE]. — per William Martell 11/16/20

## **PLOT™ Pitch:**

**P**ROTAG really  
**L**ONGS for something, but  
**O**BSTACLES happen until  
**T**WIST raises the stakes (&/or **T**HEME is presented).

## **Mini summaries:**

On the verge of APPARENT DEFEAT, a FLAWED PROTAG has a CATALYST and BREAKS INTO ACT 2 with the B STORY; but when the MIDPOINT happens must learn the THEME before ALL HOPE IS LOST in order to defeat the FLAWED ANTAGONIST from getting away with OPPOSING GOAL.

A HERO with a FLAW in ENABLING CIRCUMSTANCES experiences a LIFE-CHANGING EVENT instigated by his OPPONENT that forces him to choose between his flaw and the OPPORTUNITY. Then with the help of a qualified ALLY, he overcomes his flaw in time to CONFRONT the opponent.

When a FLAWED CHARACTER with an EMOTIONAL DESIRE encounters a SETUP EVENT that thrusts HIM/HER into a CONFLICTING SITUATION, S/HE then ventures through the SERIES OF OBSTACLES alongside a SECONDARY CHARACTER who helps & pushes, until EVERYTHING CHANGES DIRECTION due to an OUTSIDE FORCE & OPPONENT. — ISA

