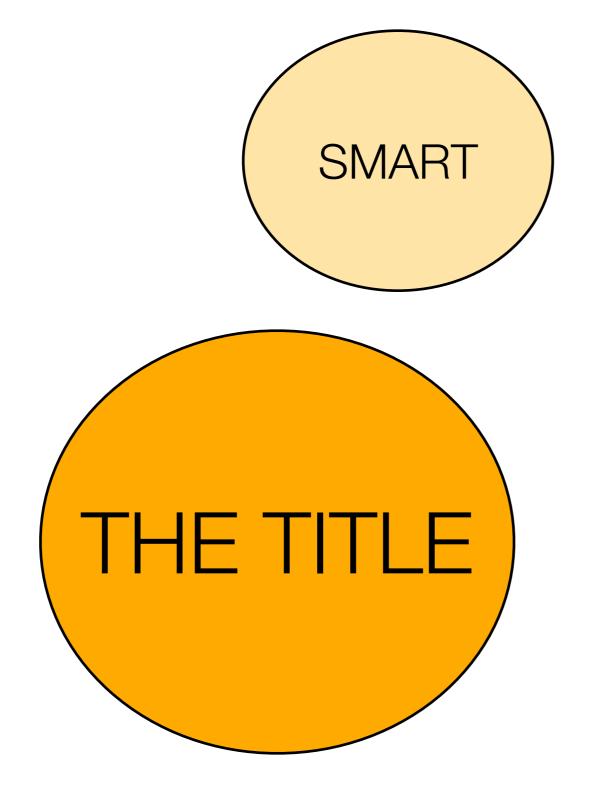
LOGLINES - are home base

build a good one



S - short

M - memorable

A - accurate

R - repeatable

T - tonally appropriate

c.f "Legally Blonde", "Die Hard", "Cinderella Man"

The Logline

Ingredients

- The Title
- Genre (implicit or baldly stated)
- Protagonist (name, gender, age, professional/personal status)
- The Status Quo
- The Need (implicit or baldly stated)
- The Event that Breaks the Status Quo
- The New Conscious Goal
- The Obstacle Antagonist

Ingredients: for loglines and one-pagers (pitch docs)

* CHARACTER

- Age, sex, professional/personal status
- Predominant character trait
- Their status quo.
- What they need (unconscious goal/personal transformation)
- The event that breaks it.
- The "suggested" new goal

PLOT

- MINIMUM: the event/ the jumping off point/ the inc inc.
- GENRE dependent. THRILLERS lay out the detective trail. ROMANTIC COMEDY the second act "big boob complication".

GENRE

- Know your genre. Show you know your genre!!!
- Comedy pitches you gotta get a laugh!

Knockout

Combination - PREAMBLE

+

UNIVERSAL THEME

THEY MUST WANT TO KNOW
WHAT HAPPENS
NEXT?... so

TEASE

cliffhangers, mysteries, jeopardy

Your

STYLE!

brevity, humour, pitching in levels, savvy conveying the GENRE

WHAT MAKES
A GREAT
PITCH?

GET THE LISTENER TO COLLABORATE

EMOTIONAL HOOK

CHARACTER

inner need, goals, obstacles, stakes NOT "characterization"

CHARACTER

empathycrisis

Describe story as **EVENTS**

what forces of
ANTAGONISM
stand in the way?

Pitching/Writing for FILM

JEOPARDY
WHAT IS
AT STAKE?

- Ordinary People
- Erin Brockovich
- Lives of Others
- One Flew Over the Cuckoo's Nest
- To Kill a Mockingbird, Unforgiven

The UNIVERSAL

NEED

- for love
- for self esteem
- freedom to express oneself
 - freedom from oppression
 - justice