

LOGLINES - are home base

build a good one



SMART

THE TITLE

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!

*

Your
STYLE!

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

**EMOTIONAL
HOOK**

Knockout
Combination -
PREAMBLE
+
**UNIVERSAL
THEME**

**WHAT MAKES
A GREAT
PITCH?**

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

TEASE

cliffhangers, mysteries,
jeopardy

CHARACTER

inner need, goals, obstacles,
stakes

NOT “characterization”

GET THE LISTENER TO
COLLABORATE

CHARACTER

- empathy
- crisis

Describe story as

EVENTS

Pitching/Writing for **FILM**

what forces of

ANTAGONISM

stand in the way?

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