

HOW TO WRITE A COMPELLING LOGLINE

WHAT IS A LOGLINE?

A logline is a brief (one or two sentence) summary of a movie, TV show (etc), that hooks the reader and describes the central conflict of the story.

LOGLINE FORMULA #1

INCITING INCIDENT + PROTAGONIST + ACTION + ANTAGONIST



AFTER BEING RESCUED BY A GERMAN BOUNTY HUNTER, A FREED SLAVE SETS OUT TO RESCUE HIS WIFE FROM A BRUTAL MISSISSIPPI PLANTATION OWNER.



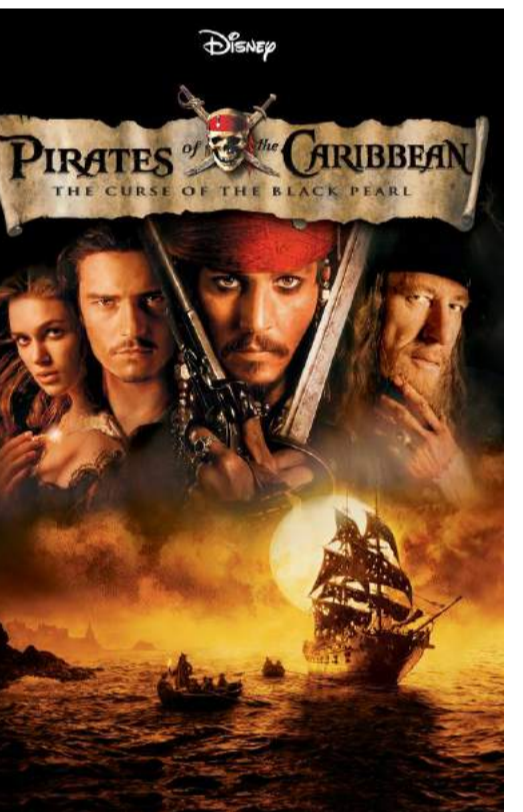
IN ORDER TO CATCH A KILLER WHO SKINS HIS VICTIMS, A YOUNG FBI CADET MUST SEEK HELP FROM AN INCARCERATED AND MANIPULATIVE KILLER.



WHEN A YOUNG BOY DISAPPEARS, HIS MOTHER, A POLICE CHIEF, AND HIS THREE FRIENDS MUST CONFRONT TERRIFYING FORCES TO GET HIM BACK.



A LISTLESS AND ALIENATED TEENAGER DECIDES TO HELP HIS NEW FRIEND WIN THE CLASS PRESIDENCY IN THEIR SMALL WESTERN HIGH SCHOOL, WHILE HE MUST DEAL WITH HIS BIZARRE FAMILY LIFE BACK HOME.



BLACKSMITH WILL TURNER TEAMS UP WITH ECCENTRIC CAPTAIN JACK SPARROW TO SAVE HIS LOVE FROM JACK'S FORMER PIRATE ALLIES WHO ARE NOW UNDEAD.

LOGLINE FORMULA #2

PROTAGONIST + ACTION + ANTAGONIST + GOAL + STAKE



LUKE SKYWALKER, A SPIRITED FARM BOY, JOINS REBEL FORCES TO FIGHT THE EVIL DARTH VADER AND RESCUE PRINCESS LEIA FROM CERTAIN DEATH AT THE HANDS OF THE EVIL EMPIRE.



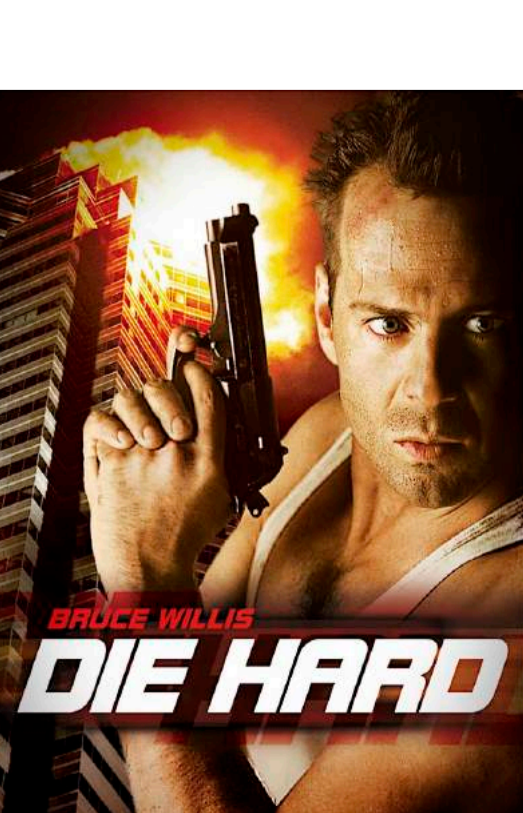
A TEAM OF SUPERHEROES MUST LEARN TO WORK TOGETHER AND CONFRONT A MEDDLESOME DEMIGOD, IN ORDER TO STOP HIM AND HIS ALIEN ARMY FROM TAKING OVER THE WORLD AND ENSLAVING HUMANITY.



A LOCAL SHERIFF, A MARINE BIOLOGIST, AND AN OLD SEAFARER FORM AN UNLIKELY TEAM THAT MUST STOP A GREAT WHITE SHARK FROM TAKING MORE LIVES, AND RUINING AN ENTIRE BEACH COMMUNITY.



A FRESH-FACED POLICE OFFICER HAS TO KEEP A BUS RUNNING ABOVE 50 MPH TO AVOID AN EXPLOSION RIGGED BY A TERRORIST THAT WOULD COST THE LIVES OF EVERYONE ABOARD.



N.Y.C. COP JOHN MCCLANE COMES TO L.A. TO VISIT HIS ESTRANGED WIFE, WHEN HER ENTIRE COMPANY IS TAKEN HOSTAGE BY A TERRORIST GROUP, JOHN MIGHT BE THE ONLY ONE WHO CAN SAVE THEM.