

**Pitch Like a Pro**  
**LOGLINE GENERATION WORKSHEET**

A logline answers the question: "What is your story about?"

A standard fiction logline typically will include these 4 elements:

**Character:** Who is your story about? Give a description, not a name.

Dominant impression = adjective plus noun (timid writer, murdering dentist)

**Goal:** What does your character want? The character's overarching goal in the book.

**Conflict:** What's keeping them from getting it? Can be internal and/or external.

**Plus:** Often your hook or genre considerations; it should make them want to know more

**EXAMPLE – THE HUNGER GAMES:**

*In what used to be North America, a desperate 16-year-old girl battles to be the sole survivor of the nationally televised "Hunger Games" where teens fight to the death, but at what cost to her humanity?*

**BREAKDOWN:**

*In what used to be North America (PLUS),  
a desperate 16-year-old girl (CHARACTER)  
battles to be the sole survivor (EXTERNAL CONFLICT, GOAL)  
of the nationally televised "Hunger Games" where teens fight to the death (PLUS),  
but at what cost to her humanity? (INTERNAL CONFLICT)*

Character: \_\_\_\_\_

Goal: \_\_\_\_\_

Conflict: \_\_\_\_\_

Plus: \_\_\_\_\_

Genre considerations: \_\_\_\_\_

LOGLINE: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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For **nonfiction**, try using your title. Typically this is a catchy phrase and a descriptive subtitle.

**EXAMPLES:**

PRICELESS: How I Went Undercover to Rescue the World's Stolen Treasures

THE ENDURANCE: Shackleton's Legendary Antarctic Expedition

BEYOND THE BLUES: A Workbook to Help Teens Overcome Depression

NONFICTION LOGLINE: \_\_\_\_\_

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