

Pitch Perfect
TAGLINE GENERATION WORKSHEET

The “Hollywood Pitch” or “High Concept” tagline for your story is a catchy sentence or phrase that serves to uniquely describe your story. Not all projects are suited to taglines. To see if yours might be, brainstorm some options and run them by a friend to test their efficacy. Remember that a good tagline is a hook that should *augment* your logline, not replace it.

TAGLINE EXAMPLES:

A CLASS ACT: "A red hot Big Chill"

MOONRAKER: "Outer Space now belongs to 007"

THE SPY WHO SHAGGED ME: "Double-O Behave"

STAR WARS: "A ragtag band of rebels are the only hope of saving the universe"

AGENT CODY BANKS: "Save the world, get the girl, pass math"

THE GOOD, THE BAD AND THE UGLY: "For three men the Civil War wasn't hell, it was practice"

THE FUGITIVE: "A murdered wife, a one-armed man, an obsessed detective. The chase begins."

HOOK: "What if Peter Pan grew up?"

What key words, phrases, concepts, or illusions might work for your tagline?

A tagline sometimes uses the simple formula **X + Y = mine** (e.g. my story = “red hot” + “The Big Chill” movie) or begins with a “what if” question. Try putting your words/concepts into a tagline:

X + Y _____

What if _____

TAGLINE Option 1: _____

TAGLINE Option 2: _____

TAGLINE Option 3: _____
