



CREATING YOUR LOGLINE

*Start captivating interactions in
15 words or less*

| Who do you help?

| What is their goal?

| Why do they need help? What obstacle stands between them and their goal?

| How can you help them overcome the obstacle and achieve their goal?

LOGLINE EXAMPLES

FOR A MOVIE

A young man and woman from different social classes fall in love aboard an ill-fated voyage at sea.

FOR A PRODUCT

Canary is a simple device packed with smart sensors that empowers you to secure your home via a mobile device.

FOR A SERVICE

We are private executive chefs delivering healthy cost-effective meals to busy families.

FOR A SOCIAL CAUSE

Ten Thousand Villages makes fair trade come alive for Kansas City by creating a local marketplace for global artisans.

ASK YOURSELF

STORY

Is it revealing and intriguing?

CONTENT

Is it concise? Can others remember and repeat it?

DELIVERY

Would I say it? Would this cause someone to say, "Interesting, tell me more"?

