



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

| FROM MOVIES

A young farm boy joins a rebellion to destroy a powerful space station and fulfill his destiny as a Jedi Knight. (Star Wars, 1977)

A simple man with a big heart unwittingly influences history as he journeys through love, loss, and self-discovery. (Forrest Gump, 1994)

Wrongfully imprisoned, a man forms an unlikely friendship while plotting the ultimate escape from a corrupt prison. (The Shawshank Redemption, 1994)

| FROM THE MARKETPLACE

A sleek, all-in-one security device safeguarding your home with easy-to-use surveillance providing peace of mind through real-time alerts and emergency response capabilities. (Canary)

Defending children's rights and providing life-saving aid to ensure every child has a safe, healthy future. (UNICEF)

A meetings and creative production agency helping changemakers create stories and experience to get ideas adopted. (Overflow)

ASK YOURSELF

| STORY

Is it revealing and intriguing?

| CONTENT

Is it concise? Can others remember and repeat it?

| DELIVERY

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

