

# THE HOW-TO OF ELEVATOR PITCHES, ALSO KNOWN AS LOG-LINES

## \*TEMPLATE ONE:

\_\_\_\_\_ is a \_\_\_\_\_ about a \_\_\_\_\_ who, after  
Insert your Title here      Insert genre here      Describe protagonist here

\_\_\_\_\_ wants to \_\_\_\_\_ by \_\_\_\_\_.  
Describe inciting event      Describe outer goal      Describe plan of action

This becomes increasingly difficult because \_\_\_\_\_.  
Obstacles & Complications

**A shorter way of saying, "this becomes increasingly difficult because" is to follow the plan of action with the word, BUT or HOWEVER, and explain the obstacle.**

## \*TEMPLATE TWO:

\_\_\_\_\_ is a \_\_\_\_\_ about a \_\_\_\_\_ who must  
Insert your Title here      Insert genre here      Describe protagonist here

\_\_\_\_\_ or else \_\_\_\_\_.  
Describe protagonist Outer Goal here      Describe the dire things that will happen if goal isn't met