

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