

Logline Formula Sheet

CELT^X

CORE LOGLINE FORMULA

When [a specific protagonist] faces [a clear problem or inciting incident], they must [take decisive action] before/otherwise [the stakes].

WORKED EXAMPLES

When an emotionally withdrawn man becomes guardian to his teenage nephew, he must confront the trauma that drove him from his hometown or risk losing the only family he has left.

When a coastal town is terrorised by a great white shark, a police chief must hunt it down before the tourist season, and the body count, explodes.

When a lonely writer falls in love with an operating system, he must confront what intimacy really means before technology replaces human connection entirely.

YOUR TURN

When _____
faces _____
they must _____
before/otherwise _____

QUICK CHECK

- Is the protagonist specific?
- Is the central problem clear?
- Is the character active, not passive?
- Are the stakes concrete?