

FILM TROOPER presents

FILM MARKETING FRIDAYS



Digging Deep Into Loglines

- What is a logline?
 - 1-2 sentence that clearly describes what your story is about ...
 - Why is this important?
 - This is a MVP ...
 - What is a MVP?
 - The Minimum Viable Product
-

What A Logline Reveals ...

- Clarity
 - Does your story work?
 - Does it sell?
 - Does it clearly sell your story?
 - And guess what?
 - You can do all this without ever writing the script!
-

8 Tips To Write A Logline ...

1. Who is your protagonist?
 2. Throw in an adjective to give your character more depth.
 3. Clearly and quickly present your protagonist's goal.
 4. Who is your antagonist?
 5. Make sure your protagonist is pro-active.
 6. Can you show "what is at stake"?
 7. Include the genre.
 8. Sell it ... Don't tell it.
-

Writing A Logline ...

- Who is your protagonist?
 - *Example: A married couple ...*
 - Add an adjective.
 - *Example: A young married couple ...*
 - What is your protagonist's goal?
 - *Example: A young married couple wants security ...*
 - Who is your antagonist?
 - *Example: A young married couple wants security, but when a mysterious red cube arrives at their doorstep ...*
-

Writing A Logline ...

- Make sure your protagonist is pro-active.
 - *Example: A young married couple wants security, but when a mysterious red cube arrives at their doorstep they throw it away ...*
 - Show “What is at stake”.
 - *Example: A young married couple wants security, but when a mysterious red cube arrives at their doorstep they throw it away, only to have another one arrive, then another, and another ...*
-

Writing A Logline ...

- Include the genre.
 - *Example: In this supernatural suspense story, a young married couple wants security, but when a mysterious red cube arrives at their doorstep they throw it away, only to have another one arrive, then another, and another ...*
 - Sell it ... Don't tell it.
 - This one is hard.
-

Loglines of Famous Movies

- A young woman tries to escape her wealthy abusive fiancé when she falls in love with a young artist who barely has a penny to his name, all while traveling from England to America on the ill-fated ship, the Titanic.
 - In this high adventure, an U.S. archeologist must risk his life to discover the Ark of the Covenant before the Nazis.
 - In this paranormal thriller, a psychologist struggles to cure a troubled boy who is haunted by a bizarre affliction -- He sees dead people.
-

Writing A Bloody Logline ...

- Alone in her house, a 10 year old latchkey girl must battle a menacing spirit.
 - *My wife and daughter said it sucked.*
 - A 10 year old latchkey girl, alone in the house, must enter the spirit realm to battle a menacing spirit that threatens her life.
 - *Still no love in the household.*
 - A little girl who suffers from the fear of darkness is alone in the house when the power goes out and a menacing spirit threatens her life.
-

Writing A Bloody Logline ...

- Alone in her house, a little girl must connect with her dead twin sister to help fight a menacing spirit that threatens her life.
 - *Better, but it's still missing the ticking time bomb.*
 - Alone in her house, a little girl must connect with her dead twin sister to help fight off a menacing spirit before it possesses her.
 - *No leaps of joy, but my family gave me nods of approval.*
-

Writing A Bloody Logline ...

- *Add the all important genre at the beginning ...*
 - In this paranormal thriller, a little girl, alone in her house must connect with her dead twin sister to help fight off a menacing spirit before it possesses her.
 - *Va-Wha-La!*
 - *Not great, but it'll work for now.*
-

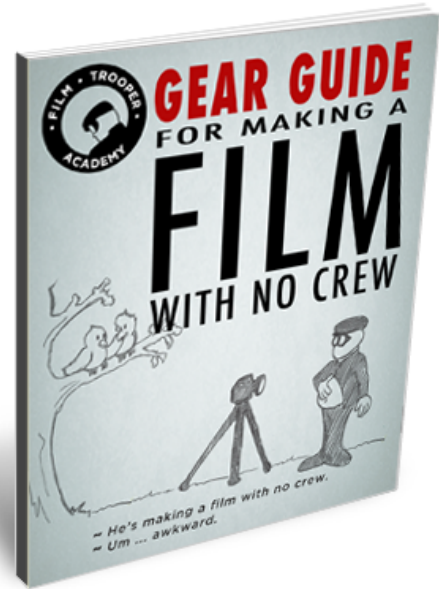
Don't Go Away Empty Handed ...

What equipment did I use to make a feature film for \$500 with no crew?

Go to www.FREEGEARGUIDE.com to get a FREE equipment list of everything I used to make this micro-budgeted film.

When you get your FREE gear guide, you'll be signed up for the Film Trooper newsletter, where you'll get valuable emails to help YOU, the filmmaker become an entrepreneur.

www.freegearguide.com



FILM TROOPER presents

FILM MARKETING FRIDAYS

