

## Definitions 3: Loglines and Taglines

What the heck is the difference between a logline and a tagline anyway?

**Loglines**— tell the essential elements of the story in one or two sentences. A logline encapsulates the action of the story. It does not tell the whole story, nor does it reveal the ending. It's what you say when asked what your story is about. Think of a logline as a mini summary that excites Interest—that sells your story. Consider including these elements:

Who's the Protagonist —no names; think descriptor like: a wealthy baker, a corporate lawyer

What's her Goal —the component that drives the story; what does the protagonist want?

What Obstacle is in her way — the antagonistic force in the protagonist's way

What are the Stakes— the ticking time bomb [that is any time limit incorporated into the plot] and what does the protagonist have to lose?

Consider variations of this 'formula':

When [Inciting Incident occurs], a [specific protagonist] must [goal/objective] or else [stakes].

### Denim and Lace:

*One woman in a pair of rhinestone heels plus two cowboys equals a highly combustible combination.*

**Blackout!:** Just submitted this short story to for an anthology call

*An over-achieving lawyer on a winning streak takes advantage of a city-wide blackout to pursue her sister's ex.*

**Taglines**— are a marketing tool that you use to promote your story; doesn't (necessarily) tell you anything specific about the story itself. A tagline is not about revealing story. The key is to elicit an emotional response on the part of the reader. This is the hook that will compel the reader to keep reading the back cover blurb, the first page of the book, the second... Keep it simple

### Body Art:

*Checklist for a journey of rediscovery: her body, his hands...and a tube of paint.*

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