BROWNELL LANDRUM

The Hero's Playbook

For the hero in all of us.

What Ifs and Loglines

One of the best ways to start a story is to ask a "What if" question:

- What if life was a computer simulation?
- What if dinosaurs were brought back into a theme park?
- What if a famous couple from history were reincarnated today to fulfill a prophecy that would change the world?

Below, list the "what ifs" for three of your favorite stories:

1. _____

2. _____

3. _____

What is the "what if" question for your hero – and your story?

_____

_____

_____

Loglines: Screenwriters use a process called a logline to succinctly explain the story, usually in once sentence. Here's Brownell's formula:

When an (adjective, adjective, adjective noun) protagonist encounters an (adjective, adjective, noun) adversary/opposable force they must (fight the dragon, summon the courage, face their demons, realize the meaning of life, change their ways) to achieve their desire (get the girl, be happy, win the battle).

Using this formula, write a logline, either for your story or one you know:

When a _____ _____ _____

(adjective) (adjective) (noun)

Encounters _____ _____ _____

(adjective) (adjective) (noun)

They must _____

(action)

To _____

(goal)