Methods For Creating A One-Sentence Story Hook - A Cheat Sheet by Virna DePaul, www.virnadepaul.com

It's called different things by different people – a logline, hook, pitch, elevator pitch, etc. Basically, however, it's a concise description of your story that makes the listener want to know more. Here are some methods to try out:

Enneagram Method (as taught by Cyndi Faria)

- What are your character's main traits/how he acts?
- Using the Enneagram Institute's description of personality types, determine what personality type your character seems to embody
- Using the Enneagram Institute's description of personality types, identify what is this character-type's basic fear
- Using the Enneagram Institute's description of personality types, identify a character flaw from when this character-type is at its worst (Level 9)
- Using this flaw, create a brief back story for how this flaw developed
- Think of a way (some kind of action) that your character can overcome/deal with this flaw
- Think of a goal (something he wants but can only get by having to overcome/deal with his flaw)
- What is a job your character can have that makes it reasonable for him or her to have to deal with this flaw in order to get his or her goal?

- Incorporate these elements into one sentence: Character Flaw + Character Job + Action + Goal

Example: A vengeful werebeast who's a member of an FBI Para-Ops team must give up his plan to murder his grandfather and instead ask for his grandfather's help in order to save his vampire lover and their unborn child.

GMC Method (as taught by Deb Dixon)

- Think of adjectives to describe your character/protagonist
- Think of what your character's job is
- Combine one adjective + job (see if you can create tension/irony)
- What is your character's goal? – what he wants
- What is your character's motivation? – why he wants it
- What is your character's conflict? – what stands in his way

- Incorporate these elements into one sentence, inserting the word "BUT" before the conflict element

Example: A wounded warrior wants revenge on his grandfather for sending him to an orphanage where he was abused BUT he must first stop shape-shifters from releasing hell's demons and save the female vampire pregnant with his child.

Logline Method (as taught by Nina Bruhns)

According to Nina Bruhns, who learned about log lines from Blake Snyder, a log line should have the following components:

- Convey the tone/mood/theme of the book;
- Convey a compelling mental picture that makes you sit up and take notice, usually by incorporating some kind of hook or surprise about the specific story
- Convey main characters using somewhat conflicting adjectives, as well as reflect the dilemma of the characters
- Convey a mental picture of scene/place

Example 1 (based on goal 1): A wounded warrior travels to France in order to avenge his mother's death by killing his grandfather only to discover that the vampire female pregnant with his child loves his grandfather and is fighting to keep him alive.

Example 2 (based on goal 2): A wounded warrior sent to France on a mission to stop shape-shifters from raising demons discovers a vampire is pregnant with his child and that if he leaves her alone his child will die.