

The Hook or Logline

Characters

Who is the main character?

What does that main character want? What is his/her main goal?

Conflict

Who is the villain of the story?

What is the main obstacle to the main character obtaining their goal?

Distinction

What makes your book different than all the rest? What is the unique element of your story that makes it stand out?

Setting

Add a little about the setting, time period, and possibly genre

Action

Your hook line needs to have action, excitement. Use details and active verbs.