

LA SCREENWRITER Logline Services

INITIAL LOGLINE CREATION FOR I'M IN HELL

Dear Jane Roberts,

Thank you for requesting that LA Screenwriter help develop a logline for your idea. Below you'll find a few logline options for I'm In Hell crafted by Angela Bourassa, founder of LA Screenwriter and Head Judge of the Logline Competition. You'll also find an explanation of the creative choices she made and her opinion of your script idea. This assessment is meant to help you arrive not just at the best possible logline, but also the most creative and compelling story. After all, it doesn't matter how well written your logline is if the story is not also exceptional.

As with all great writing, rewriting is essential. Your feedback includes a second round of editing and a final logline *if* you respond within ten days. After reading the comments below, please use [THIS LINK](#) to begin your second round of logline development.

<u>I'm In Hell</u>	
Title:	<u>I'm In Hell</u>
Genre:	Dark Comedy
Script Type:	Half-Hour Pilot
Synopsis:	Steve is an average guy going about his average, depressing life. Then a stranger on the street points out to him that he may in fact be in Hell. Steve becomes convinced of this fact, so he quits his soul-sucking job and goes on a mission to try to find heaven. It's a road trip show about this kind of kooky guy who's morose all the time, but he's tired of it, so he's trying to find a better place. Each episode is about a new destination that he hopes will be Heaven, but inevitably turns out to be more Hell.
Other Information:	It's not clear to the people around him or to readers whether Steve is a crazy person, or if he's perfectly sane and just really believes that this crazy thing has happened: he's died and ended up in Hell. He's definitely odd, but his motivations are always logical.

Concept Comments for I'm In Hell

This idea has a lot of potential. It's success will obviously depend upon the execution. I'm not quite sure I understand the tone you're going for just yet. It seems like this could be a horribly depressing show, even if it's funny at the same time. Will you find some way to shine a little light in each episode? Or is he always just having terrible experiences in terrible places? In my mind, you'll need some sort of silver lining to make this show sustainable, and that lining might be Steve's personality. Maybe he's just so much fun to watch and interacts with his surroundings in such unique ways that it draws audiences in. That level of personality development would obviously be very tough to write, but when isn't writing tough?

Hope this helps! Keep writing!

Overall Concept Feedback

Originality		Marketability	
	This idea feels generic. I feel like I've seen it before.		I'm not sure who would watch this.
	This idea has been done before, but there could be something new here.		This would only appeal to a very particular audience.
	This idea feels derivative, but it has a fun twist or a new angle that I like.	X	This should appeal to certain audience segments, and maybe beyond.
X	This idea feels fresh. It stands apart from the crowd.		This concept should appeal to most audiences.
	This idea feels new and exciting. I love it!		This could be very successful. I'd definitely see this!

Logline Development for I'm In Hell

Our Favorite Version of Your Logline

A gloomy kook becomes convinced that his home city of Manhattan is actually hell, so he travels from state to state in search of heaven.

Alternate Logline Options

When an eccentric worker-bee becomes convinced that he's actually living in Hell, he leaves his crappy life behind and hits the road in search of Heaven.

When a crazy woman tells him that he's died and gone to hell, a morose-but-loveable tax attorney realizes she might be right and hits the road in search of heaven.

Comments on Logline Development

With a few of these, I made up some story details to add a bit of depth and color to the story. I think any of these could work -- you'll just have to adjust the specifics to match your story. For example, you described the main character as a "kooky guy," but you could describe him as eccentric, crazy, a bit off, with a screw loose -- all of which have different connotations. I also think specifying his career at the start will reveal a lot about him, including how much he might have saved up to go on a trip like this. The top logline is my favorite because it makes it clearer than the others how each episode will work.

Whether or not you choose to capitalize heaven and hell is entirely up to you.

Thank you for sharing your story with us! We hope that this feedback helps you as you continue to work on and/or pitch this project.

Of course, this is not the end of the conversation. If you'd like further work on your logline, please use [THIS LINK](#) within the next ten days to give us some feedback on these loglines and receive one more round of finalized loglines. Or, if your logline is ready now, [click here](#) to find seven ways you can put it to work.

We wish you the best of luck with this project and your writing career!

Sincerely,
The LA Screenwriter
Team