

Anatomy of a Premise Line™:
Premise Testing Checklist
<Your Story Title Here>

Step 1: Is your premise soft or generic?		
Questions	Yes	Needs Work
The idea feels well developed and complete.	X	
The premise is engaging and interesting when I hear it spoken out loud? (<i>You may not be the best judge of this.</i>)	X	
The premise has a sense of movement, forward or backward, in time and space?	X	
The premise mostly plays out in the world, not inside someone's head?		X
Step 2: Is your idea high concept?		
Questions	Yes	Needs Work
Is there a clear level of entertainment value?		X
Is the idea original?		X
Is the idea unique?		X
Is the idea visual?	X	
Does the idea focus on a primal emotion?	X	
Is there a broader target market appeal to the idea, beyond friends and family?	X	
If you add "what if" to the beginning of the idea, does it lend itself to an exciting question?	X	
Step 3: Is your premise a story or a situation?		
Questions	Yes	Needs Work
The true character driving this idea is revealed by unfolding events, more than by some problem being solved.	X	
This idea requires subplots, twists, and complications to be properly told.		X
This idea is about a human being on a journey leading to emotional change?	X	

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There is a strong moral component.	X	
Step 4: Does the tagline work?		
Questions	Yes	Needs Work
Is the tagline short and root emotion focused?	X	
Step 5: Does the log line work?		
Questions	Yes	Needs Work
Is the high-concept evident?	X	
Is the hook clear?	X	
Is the hook reflective of what originally excited you about the story? (<i>Does it bring you full circle?</i>)	X	
Is the visual image of the log line effective and memorable?	X	
Step 6: After Re-evaluating your premise line, are these questions true?		
Questions	Yes	Needs Work
Does the premise line align with the log line and tagline properly?	X	
Does the premise line tell the story you want to tell?	X	
Step 7: After unit testing your premise line, are these questions true?		
Questions	Yes	Needs Work
Was the response inside friends and family positive?	X	
Was the response outside friends and family positive?		X
Totals:	18	6