

WORKSHEET 6: Finding Your Tagline

Based on the concept of utilizing the light and the dark let's walk through an articulation of your type.

1. What is the light side of your type?

Statement: I am a _____

(Example: Pixie Dream Girl. This character uses her crazy quirky energy to help re-imagine and fill the lives of those around her with an infectious dose of optimism, and child-like playfulness.)

2. Now deconstruct that type and create a more complex character, by adding dark characteristics. These attributes are not as appealing. The energy becomes slightly menacing, unpredictable or erratic and invasive. The dark side doesn't have to be wildly tragic. It can just be your fatal flaw. It's the thing that keeps your character from getting what they want.

I am also

(Example: damaged, co-dependent, obsessed, insecure, stuck in my head.)

3. Put them together.

I am a:

(Example: Manic pixie dream girl.)

4. Expand on that statement by giving examples of where we see these types of characters. What TV shows or films have glorified or featured this type of characters? Do these characters live within a fantasy world, a highly stylized world, a small rural town, or some other kind of universe?

World: I live in

(Example: Los Angeles hipster and yuppie scene, as in *New Girl*; London model/influencer Juno Temple in *Ted Lasso*; psychological fantasy, as in *Eternal Sunshine of the Spotless Mind*.)

5. Pay attention to the actors who have played these roles. This is an interesting discovery of type and similar sensibility.

Actors: These have played my type

(Example: Zooey Deschanel, Juno Temple, Kate Winslet, and others.)

Flipping from the light to the dark allows actors to create complex characters. When you can identify material that will help you market that complexity, you create an interesting presentation for other creatives. Casting directors are really good at discerning those complexities and assigning them to various roles they are casting. Identifying prototypes can help actors identify and find themselves in material that is being developed or that already exists.