

# How to Name Your Business in Just 10 Seconds

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Get your fame with **THE** name...



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## Welcome, Entrepreneurs!

You are thinking of laying the foundation of your business but you are at a loss for words as to what to name it. You want a name, which would be self-defining; something that breaks the clutter and conveys to customers exactly what you do in a cool way. You would want a name that doesn't sell your brand short.

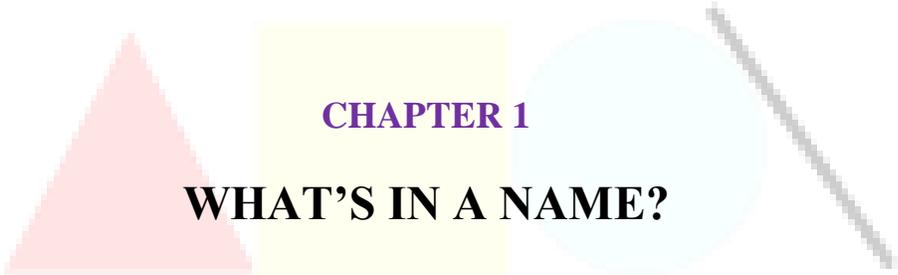
The catch is, in the need to be different from your competitor, the name shouldn't be so bizarre as to alienate your brand. You have to play with just the right amount of creativity so that your name speaks for yourself without sounding too forced and technical. It has to be memorable enough to lay the foundation of a legacy!

This eBook will help you sail through the naming process smoothly, without a hitch. With a solid business name, you shouldn't run out of breath telling what your business does, every time you give your business card.

This eBook will help you to have:

- A rock-solid name saying it all
- Interest of customers in your brand
- A marvelous growth in brand awareness of your product or service
- An increased brand association
- A good standing and reputation in the marketplace

So, what is the wait about? Read on to find out about your first step to success vis-à-vis naming the brand.



**CHAPTER 1**

**WHAT'S IN A NAME?**

Xpert Content

## A Name Can Make or Break Your Business. Oh Really?

Lego..., a glorious reminder of our childhood, a legendary invention here to stay for many more decades..

How many of us reminisce about those cheerful hours of the day when we used to create wondrous, small firehouses, offices, and houses with these incredible little Lego bricks?

The Lego bricks have an equally amazing history behind it. In 1834, Ole Kirk Kristiansen decided its name using the Danish phrase '*leg godt*', meaning '*play well*'. He took the beginning letters of each word to concoct a name for his company.

He was unaware of the beautiful coincidence that '*lego*' also stands for '*I assemble*' in Latin.

....and so a legendary game was born - one that was never heard of and never conceived before. The uniqueness of the game is not just in its creativity and amazing assembling of little pieces but also its one-of-a-kind name.

The name of your business is your first contact with your clients. It is the face of your company. The name has to convey everything your company does, to the clients. It should be unforgettable as well as purposeful.

That is the job of a name.

### **The first mover advantage**

Do you know what the first-mover advantage rule entails? This is the advantage gained by a company, which has been successful in occupying a major segment of the market, simply by moving in it first. First-mover advantage coupled with a strong name really fortifies a company's standing in the market. For a long time to come, that name is the top-of-the-mind name for customers.

Two of the popular names that spring to our mind are 'Pampers' and Google'. 'Pampers', a renowned American brand of baby and toddler products has a name that is easy to roll off the tongue. Now, the word, 'pampers' itself has come to be identified with all things related to baby diapers.

The same holds true for 'Google.' Such immense power and supremacy the brand has over its competitors that the word, 'Google' has come to be known as a verb in itself.

Such is the power of names.



The name should wow your clients. It should stun them, all the while being easy to spell, write down, and remember.

It should also sum what your company does. For example, co-owner Adam Topping came up with the name *CustomOnIt*, in a brilliant attempt to sum up everything his company does. It is a summary of the company's offering: helping people put their logos on promotional products.

Popular brand names are easy to say and come to be recognized immensely by people due to their aesthetic appeal.

**Naming Categories and People's Perception of It**

Business names come in all forms of words. Some are truly head-turner while some are 'meh' at best. We can group the business in many interesting categories.

**Real words**

Some company names are based on real words. Short and easy to remember, these brand names are relevant and have a high recall rate. An academic paper, *'Recall and Recognition of Brand Names: A Comparison of Word and Non-word Name Types'* shows how real-world brand names have a higher recall rate than non-word brand names (68.8% versus 38.1%).

Some of the real word brand names are:

- Apple
- Adobe
- Indeed
- Pandora
- Sphere
- Shadows
- Yahoo!

There is a subcategory of misspelled words within this category. These words are spelled like this deliberately to catch attention.

Some examples of these names are:

- Digg
- Flickr
- del.icio.us
- Snocap
- SoonR
- Topix

Want a business name that gathers maximum attention? You can surely try it out but be aware of some more options! Read on to know more.

### **Compound words**

A combination of words, these deliver double the meaning and you can practically play with the combination of words to create a unique name.

Some of the most celebrated names are:

- Bubbleshare
- Google Talk
- JotSpot
- SocialText
- BlueDot
- Measure Map
- Firefox
- Facebook
- RollerBlades
- Post-It
- Burger King
- Pizza Hut

The two words do what the one cannot, each adding to the other. They complement each other, building the perfect picture of what the company is about.

## **Blends**

This is an interesting category. Instead of taking two whole words, it takes parts of recognizable words to give birth to a new name.

Can you guess what the name ‘*Groupon*’ stands for? If you did, you would say it is short for group coupons, just like the Groupon CEO, Andrew Mason did.

Want to know more interesting names? Then scroll below:

- Wikipedia (*wiki* + *encyclopedia*)
- Technorati (*technology* + *literati*)
- Skype (*sky* + *peer-to-peer*)
- Maxthon (*max* + *marathon*)
- Mitsubishi (Mitsu+ hishi, which is pronounced as bishi in a word)
- NABISCO (short for ‘The National Biscuit Company’)

Short and catchy, these words take the best of the two (or three words) and give you one single word encompassing it all. Pretty innovative and impressive, we would say.

## **Invented names**

Very original, these names can be fun and creative or totally wacky if you venture out too far. So here are some of the daring brand names:

- Bebo
- Meebo
- Ookles
- Odeo
- Plaxo
- Qumana
- Simpy

SAMSUNG might look like an invented name to many, but did you know it means ‘three stars’ in Korea? If you have an inimitable name, well and good. And if it has a particular meaning in a language, then you have hit a jackpot!

## **Pun**

Clever with a twist on the words, these words are eye-catching and deliver a good impression of the company. Who wouldn’t want the products of a company, which appears to be witty, humorous, and clever?

- Eggs Eggsetera (etcetera)
- Sew what! (Say what)
- Bags Bunny (Bugs Bunny)
- Automattic (automatic, mat → Matt, the founder of the company)
- Meetro (metro, met → meet)
- Farecast (forecast, fore → fare)

## **People's Names**

These names are based on real or fictitious people's names. These words don't have a particular meaning. Some of the purposes they serve are that they give a persona to the name. They are also unique and hence their URLs are easier to secure.

- Bic (taken from founder's name, Marcel Bich)
- Wendy's (Wendy is the nickname of founder's daughter)
- Adidas (the first name of the founder Adolf Dassler was shortened to Adi and combined with the three letters of the surname)

Though not exactly named after a person, Adobe also falls in this category. The computer software company got its name when its co-founder John Warnock named it after the Adobe Creek running behind his house.

## **Acronyms and Initials**

Made up of a much larger name, initials and acronyms make up another category of names. When we pronounce each letter of the word individually, they may be referred to as initials, while if we pronounce the whole word, they are acronyms. Again, they link the company to its roots and are a good reminder of the original name and history of the company.

- IKEA (Ingvar Kamprad Elmtaryd Agunnaryd)
- ASICS (Anima Sana In Corpore Sano, meaning 'Healthy soul in a healthy body' in Latin)
- IBM (International Business Machines)
- 3M (Minnesota Mining and Manufacturing Company)

## **Nailing the Right Name**

Your company will hopefully be known by this name throughout its lifespan. The name is like an anchor in the minds of the customers, making them recall and grasp even the domain name.

Whatever name you choose, do keep it in mind that the name has a positive psychological connotation. Keep the name elements positive.

Sometimes, though, even the most bizarre names, which would probably have long been rejected by customers, become extremely famous. Why? Because the company is so good at what it does!

Branding expert, Will Burns writes in Forbes that there is a myriad of eccentric brand names out there today that could have been long gotten rid of. He then mentions examples like 'Banana Republic', which has some disparaging and negative undertones. In the end, Burns sums it up by saying that no matter what the name is, it will come to mean what a business owner wants it to mean.

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to be continued



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