



A COMPLETE
Naming Guide

BROUGHT TO
YOU BY
*Rarest
Fortune*

READY TO NAME YOUR NEW VENTURE?

Here's how we craft powerful names for
newsletter series, e-courses, or entirely new businesses.

YOUR BRAND ON THE OUTSIDE:

What is your highest quality offering?

What is your most unique offering?

What are you best known for?

Who gets the most joy from your services?

What are your brand colors?

VISUAL INSPIRATION:

YOUR BRAND ON THE INSIDE:

What scenery inspires you?

What are the values of your brand?

Who is your business idol? What characteristics do they value?

What emotions do you associate with your brand?

What emotions do your clients feel when working with you?

Describe your creative style – are you a copywriter with punchy lines, a photographer with whimsical flair, or a designer with a modern aesthetic?

What is your favorite part of the creative process?

What is the most unique part of your creative process?

YOUR BRAND RIGHT NOW:

What comes to people's mind when thinking about similar businesses?

What comes to your mind when thinking about your business?

What's similar? What perceptions do you and your audience share?

What perception is the most surprising or unique?

What do you love to blog, post, tweet, and talk about – personally or professionally?

YOUR BRAND IN THE FUTURE:

Will your brand expand in the future? How?

Is your brand collaborative, or are you a soloprenuer?

What action verbs are associated with your business?



If you imagine your business expanding, your name might include:

House • Creative • Collaborative • Collective • Tribe • Hive • Group • Club • HQ • & Co. • Studio • Hub

SHORT AND SWEET, OR LONG AND LYRICAL?

Write out all the single words that you associate with your business.

Write out all the phrases that you associate with your business (even the cliché ones).

NOW, NARROW IT DOWN.

You've got a hefty list of words, phrases, values, characteristics, people and places associated with your business. Skim over all you've written down and circle 5-7 words that inspire or excite you. From this list, you may find a single-word name like Braid Creative (which shortens nicely to "Braid" or a two-word or more name, like We Are Branch, Go Live HQ, or Rarest Fortune. But how do you know if it's the right one?

POSSIBLE NAMES:

CRITERIA:

- How does the name abbreviate?
- What are the negative associates with the name?
- Is it easy to say?
- Does it sound good?
- Rate your choices phonetically (on a scale of 1 to 'moist', how ugly does this name sound?)
- Is it easy to read?
- Is it easy to spell?
- Does it say what you do?
If not, does it say why you do it?
- How does it look written out?
- Is it memorable?
- What could force this name to change in the future?

BETA REVIEWS:

It's important to get feedback, but you don't have to call on everyone in the peanut gallery. Instead, ask 3-5 people what they think of 2-3 name options. The people you choose to beta test your name are crucial – gather a diverse group of people of different genders, industries, experiences, and styles. And just because someone doesn't like something doesn't mean it gets the axe. Ask why and how certain names attract and repel.

RESEARCH:

- Understanding Trademark
- Trademark Check
- Social media and domain check

TA DA! YOUR BRAND BABY HAS A NAME. LET'S CELEBRATE.

Tell us all about your new venture, the name you chose, and how this guide helped.
We'd love to chat business and big dreams with you.

STILL STUMPED?

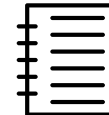
Naming is hard. We're happy to help.
Here's how to hire us to name your brand new thing.



Email us to schedule
a first date. We'll
send you our
welcome kit before
we virtually meet.



We'll get to know
each other better via
Skype to make sure
we're a good fit and
on the same page.



If we're all on
board, you'll send
us your homework
& we'll get started
with the process.