

Pick Your  
**Name**  
Worksheet

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DAY 2



# PREP: Brand Summary



Before we kick—off the naming process, you'll need to know the personality traits of your brand. If you haven't thought about this already, utilize this sheet and answer the questions below. This analysis is designed to help you understand and reveal the context of your brand.

**1** In one sentence, how would you describe your services and/or products?  
(then narrow it down to 2 words)

**2** What market are your products/services in? (Industry)

**3** How do people learn about your product, organization, or service?

**4** What one reason, above all others, causes people to buy from your business? (X Factor)

# PREP: Brand Summary



**5** Who are your main competitors?  
What do you think causes people to buy from your competition?

**6** Who is buying your product/service? How would you classify this group?  
ex: college grads, mothers, teachers, business owners, etc. (Audience)

**7** What are your brand's personality traits?  
Just like people, your brand's personality draws some to it and repels others.  
Defining it in human terms makes it easier to identify the audience that will be attracted to it.

Describe its main personality in one word. (Tone)

List other supporting traits in these 4 boxes.

# PREP: Brand Summary



Need help? Here is a list personality traits for your reference:

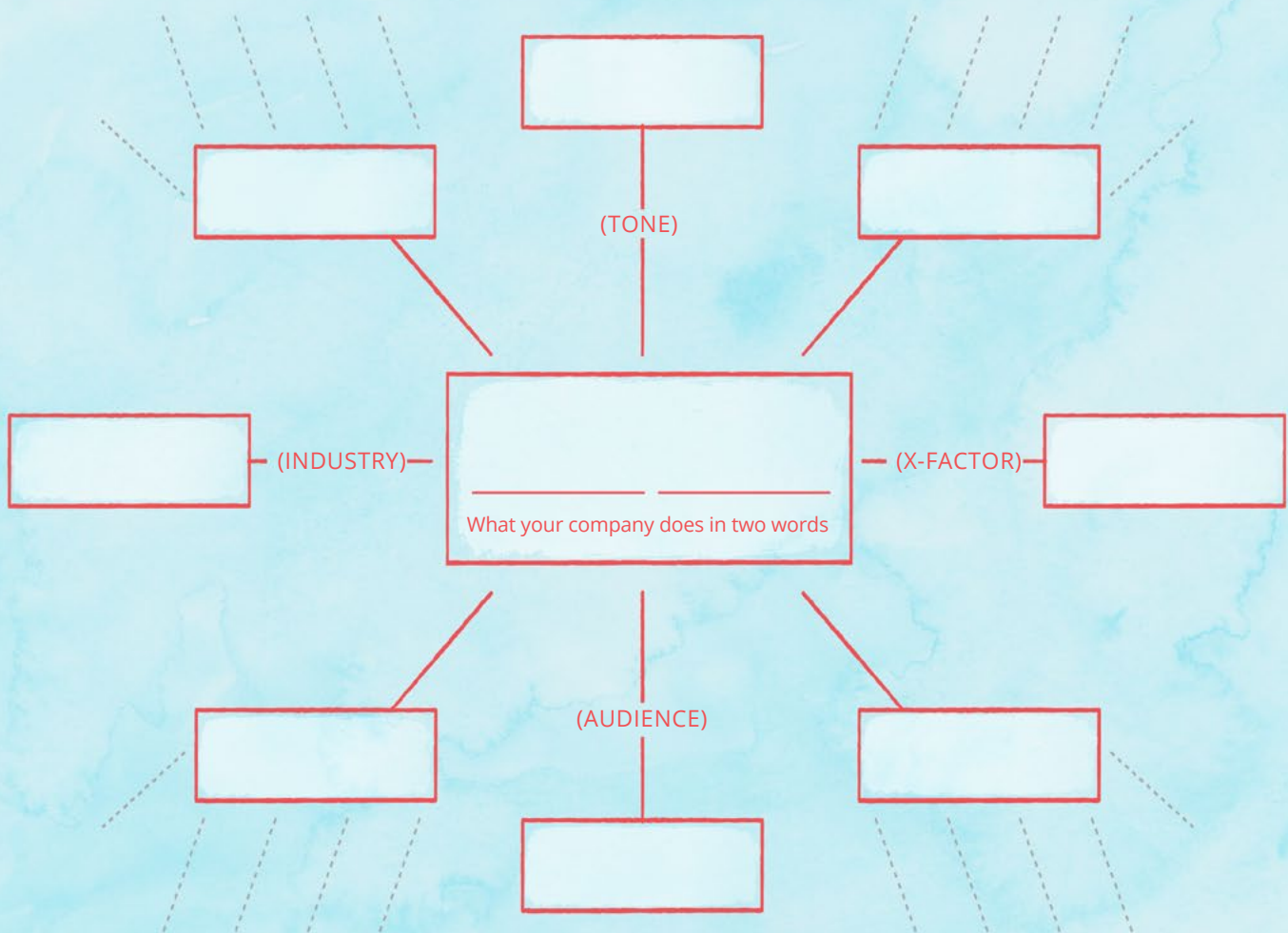
adaptable	dazzling	honorable	responsible
adorable	debonair	impartial	righteous
agreeable	decisive	industrious	romantic
alert	decorous	instinctive	sedate
alluring	delightful	jolly	selective
ambitious	determined	joyous	self—assured
amusing	diligent	kind	sensitive
boundless	discreet	kind—hearted	shrewd
brave	dynamic	knowledgeable	silly
bright	eager	likeable	sincere
calm	efficient	lively	skilful
capable	enchancing	lovely	splendid
charming	encouraging	loving	steadfast
cheerful	enduring	lucky	stimulating
coherent	energetic	mature	sincere
confident	entertaining	modern	skilful
cooperative	enthusiastic	nice	splendid
courageous	excitable	obedient	steadfast
credible	exuberant	painstaking	stimulating
cultured	fabulous	peaceful	talented
dashing	fair	perfect	thoughtful
dazzling	faithful	placid	thrifty
debonair	fantastic	plausible	tough
decisive	fearless	pleasant	trustworthy
decorous	frank	plucky	unbiased
delightful	friendly	productive	unusual
determined	funny	protective	upbeat
diligent	generous	proud	vigorous
discreet	gentle	punctual	vivacious
dynamic	good	quiet	warm
eager	happy	receptive	willing
efficient	harmonious	reflective	wise
enchancing	helpful	relieved	witty
dashing	hilarious	resolute	wonderful

# STEP 1: Wordbank

**TIPS:**  
DO NOT censor yourself  
DO reference a thesaurus

Use this mind-map to brainstorm as many words that are associated with your company to create a Word Bank.

1. Fill in all the boxes with the answers from the previous page.
2. Brainstorm as many word associations as possible (nouns, adjectives, adverbs, other companies, sayings, catchphrases)



>> Fill as many words as you can think of and move to Step 2

# STEP 2: Name Categories

**STUCK!**

Go back to Step 1 and  
fill in more words

Start exploring the possibilities in each of the following categories. Use your Word Bank from Step 1 to help. Try to fill out as many as you can.

<i>Playful</i>	Names that challenge the ordinary. (Yahoo, Monster, Guess?)	
<i>Alliteration</i>	Same letter or sound at the beginning of the adjacent words. (PayPal, Dunkin Donuts)	
<i>Invented</i>	Completely made-up words. (Kodak, Viagra, Google)	
<i>Descriptive</i>	Deliberately clear description or attribute. (KitchenAid, Overstock)	
<i>Origin</i>	Names that pay tribute to a specific inspiration to the birth of the brand. (Macy's, Hilton)	
<i>Technical</i>	Names that blend a mix of modern words, tech language, and function. (Panasonic, Xerox)	
<i>Conjoined</i>	Names that are a combination of two or more ideas. (Bisquick, Netflix)	
<i>Acronym</i>	Names that stated as a group of letters that become the common name. (BMW, KFC, NASA)	
<i>Metaphoric</i>	Names that borrow from stories or cultural icons. (Nike Starbucks, Mustang)	
<i>Random</i>	Completely random words that will be appropriate over time. (Old Navy, Section 3)	

>> Fill select your TOP 5 and move to Step 3.

# STEP 3:

## Evaluate



Start exploring the possibilities in each of the following categories. Use your Word Bank from Step 1 to help. Try to fill out as many as you can.

### Top 5 Names >>

Is your first impression of the name strong?					
Does it sound/look good?					
Is it easy to read/pronounce?					
Use it in multiple sentences. Does it feel right?					
Are quick associations positive?					
Does it have a story appeal?					
Does it relate to the primary benefit(s) of the company/ service?					
Does it sound credible?					
Can it work internationally?					
Is it registerable and protectable?					
Is it memorable?					
Does it make you nervous?					
Does it relate to your positioning or who you are?					
<b>TOTAL SCORE &gt;&gt;</b>					