

LET'S BRAINSTORM!



**A FEW EXERCISES THAT WILL HOPEFULLY
HELP YOU FIND THE PERFECT NAME FOR
YOUR BUSINESS!**

SAY MY NAME

Every project, company, movement, product, service or organisation needs a name. We're clear on that, but a great, unique and memorable name doesn't always fall into one's lap. However, naming your brand is one of the most important decisions in the brand development process.

SO, WHAT MAKES A GOOD NAME?

There are a few criteria that you can consider, but don't make it a goal to hit all of them. In the end you should go with your gut feeling.

ASK YOURSELF THIS:

- Is it unique and memorable? Is it timeless?
- Is it easy to spell when you hear it? Is it easy to pronounce? Can it be mistaken for something else when you hear it?
- Does it give an indication of the industry, the product/service, what it does, why it's unique?
- Can the name be trademarked?
- Are the online domain and social media handles acceptable?

WAIT, YOU STILL NEED A NAME TO GO THROUGH THE CHECKLIST?

No problem, let's see if the following exercises will help!

☀ FUNCTIONAL VS FICTIONAL

Before we jump in, just a short list of pros and cons of the two types of names. This decision has a big impact on the personality your brand shows to the world.

FUNCTIONAL NAMES

- + clearly communicate what you do
- + help your audience to put you in the right category
- will stand out less from the competition
- harder to protect legally
- less flexibility to adjust your business model under that brand

FICTIONAL NAMES

- + are more differentiating and easier to trademark
- + have more emotion and personality
- take more time to embed in the minds of your audience
and you will likely spend more on advertising
- can be hard to spell or pronounce

But now enough of the theory, let's get this started!

* BRAINSTORMING RULES

#1 - NO JUDGEMENT

In this first phase of finding ideas there is no room for criticism or „buts“. Everything goes, or at least everything will be looked at with an open-mind.

#2 - WELCOME THE UNUSUAL

Looking at the topic from a different perspective may provide better solutions. So suspend any assumptions and allow yourself to play around.

#3 - QUANTITY

This is simple - the greater the number of ideas the greater the chance of finding the perfect solution.

#4 - VARIETY

Look for the obvious but also encourage the wild ideas that come up - which loops back into rule number 1- everything goes!

✱ EXERCISE #1 - WORD DUMP

THIS IS WHERE YOU OPEN THE FLOOD GATES (OF YOUR BRAIN)!

Take a few pieces of paper and write down everything that comes to mind when you think about your business - verbs, adjectives, EVERYTHING. Even if it doesn't directly tie into your business or makes sense. Apply rules #1 and #3 to this exercise!

Here are a few questions and prompts that will help you get started:

- ✱ **WHAT FEELINGS AND EMOTIONS ARE CONNECTED WITH YOUR BUSINESS?**
- ✱ **WHAT DO YOU WANT PEOPLE TO FEEL?**
- ✱ **WHAT ARE THE BENEFITS OF YOUR PRODUCT/SERVICE?**
- ✱ **WHAT ARE YOU PROVIDING?**
- ✱ **WHAT IS THE PROBLEM YOU ARE SOLVING?**
- ✱ **WHAT IS THE VISION OF YOUR BUSINESS?**
- ✱ **WHAT ARE YOUR VALUES?**
- ✱ **WHO ARE YOUR CUSTOMERS?**
- ✱ **WHAT IS YOUR STORY?**

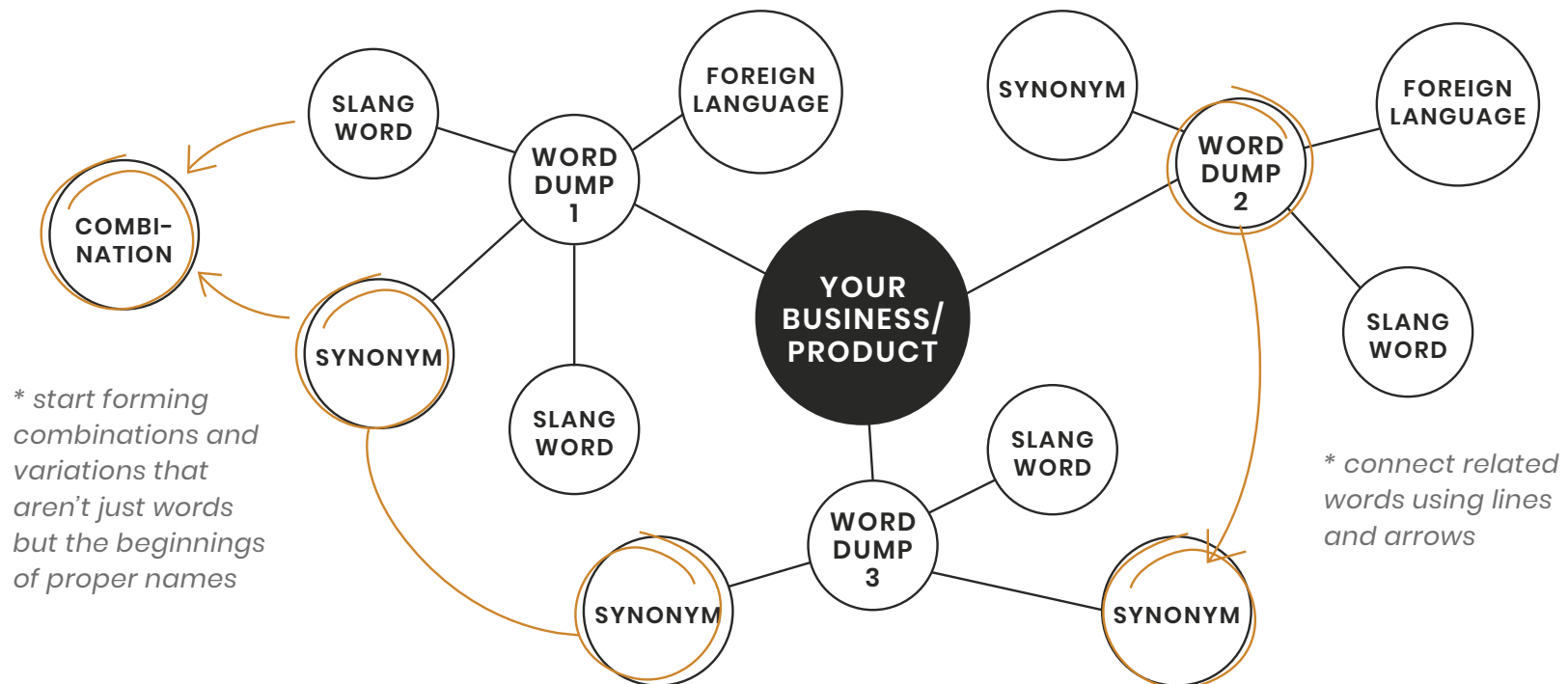
Now go and dump it!! :)

✻ EXERCISE #2 - MIND MAPPING

This exercise should help you to explore your previously found words, for this we'll use the technique of mind-mapping. Before you get started, though, take your sheets from the previous exercise and go through them. Highlight everything that stands out to you.

NOW, TAKE A NEW PIECE OF PAPER AND DO THE FOLLOWING:

The central bubble stands for your business from which you draw new bubbles that contain the words and phrases from exercise #1. The next step is to play around with these words a bit, by finding synonyms, homonyms, a translation into a foreign language or slang words and put them in bubbles around them. So it can look something like this:



✱ EXERCISE #2 - MIND MAPPING

At times take a minute to pause and reflect. Circle one or two words (or names) that you find most interesting. Concentrate on those and repeat the process on a new sheet of paper.

TO HELP YOU WITH FINDING SYNONYMS, SLANG WORDS ETC, HERE IS SOME HELP:

✱ FINDING SIMILAR WORDS AND PHRASES

For this one go to www.thesaurus.com and type in your highlighted words. Don't drift off too far, so you don't end up with a word that has lost the meaning of your original term.

✱ LINGO & SLANG

The other website you can try is urbanthesaurus.org, to find slang words for your term or phrase. It won't be a slam dunk, but who knows, you might find a gem that kicks off a great idea!

✱ FOREIGN LANGUAGE

A great website to also translate copy is deeppl.com, just in case you want to try something different from Google Translate :)

Your turn! Have some fun with it!

✱ EXERCISE #3 - PLAY AROUND

After selecting your favourite words from exercises #1 and #2, play around a bit.

✱ ADD

Take a word and add something to it. Maybe a „y“ at the end, or an „e“ for electronic.

✱ SUBTRACT

Take out letters from your words and see what happens!

For example, remove some letters from the word „Pegasus“ and it becomes ASUS.

✱ COMBINE

Combine two words, or just parts of two words. *For example, Federal + Express becomes Fedex.*

✱ MODIFY

Try alternate spellings or replace letters, *for example, connects becomes Connex.*

✱ REVERSE

Take a word and phrase and reverse its meaning. *For example, the opposite of vegan would be meat. Now modify it a bit, like nomeat, zeromeat and so on... There might be a gem if you keep digging :)*

✱ RHYMES + ALLITERATIONS

Pretty self-explanatory, so I will just name a few examples: *Yellow Mellow, Reese's Pieces, Coca Cola, PayPal...*

FINAL ADVICE

AS A LAST REMINDER FOR YOU AND AS I HAVE MENTIONED IN THIS WORKBOOK A FEW TIMES ALREADY:

HAVE FUN WITH IT!

Because I think we all know how well stressing about something works out.

Do these exercises when you have enough time, a clear head and are in a good mood. Meditate beforehand if you'd like, that definitely can't hurt, prepare water and some snacks and put on some low tunes, I like the „Deep Focus“ playlist on Spotify if I have to be concentrated.

And if you feel like you're getting stuck, don't push it, take a break, go for a walk, maybe even set it aside until the next day. And of course you can always do it together with other people!

With that being said, I would love to hear if this booklet was helpful for you, so shoot me a message and let me know what you think!!

Cheers, Maddie

QUESTIONS?

JUST SEND ME AN E-MAIL

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OR VISIT ME ON INSTAGRAM @MAEDMACK

I'm looking forward to hearing from you!

