



Module #2

What's in a name?

This masterclass is designed to help you crystallize, clarify, simplify and re-energize your brand. It could save you many months of frustration, lost opportunities and costly setbacks.

In 7 powerful steps you will learn why:

What you say

How you say it and

Who you're saying it to will make or break your brand.

The masterclass includes one private one-on-one video call via Skype (approx 1 hour in length).



What's in a name?

We all want to answer the easiest questions first and to avoid the 'tough' ones; it is only human nature.

Deciding on a name for your business is, I have to tell you, one of the tough ones.

Get it wrong and you may regret it for many years to come.

Before we go any further, don't get stressed about this. It's not rocket science, so relax. I want you to:

- Pick a comfortable seat, but not the sofa; you don't want to be too comfortable.

Before anything else – logo, packaging, website or advertising – your business needs a name. It is the beginning of your brand journey.



The basics

Some experts tell you that it's the most important part, but I don't agree. Yes it is great to have a short, powerful, emotive name for your business that encapsulates what you do and what you offer but if you can't achieve this it is far from being a disaster.

Some experts believe that the best names are abstract; others think that names should be informative so customers know immediately what your business is.

Some believe that coined names (that come from made-up words) are more memorable than names that use real words. Others think they're forgettable.

Whatever approach you take, a good name markets itself.

Where to start

Tip: If it's not memorable, it isn't a good name.

There are many things to consider when deciding on a name and you may feel happier using a professional naming company, though this can be very expensive and time consuming.

I personally prefer the bootstrap approach - meaning do it yourself! It certainly gets the grey cells working.

First of all, decide what it is that you want your name to communicate. I prefer the descriptive approach, whenever possible, but this can be difficult.

The more your name communicates to customers about your business, the less you need to explain.



Remember a name has no real meaning to the customer until it is put into context and becomes part of the brand story.

5 types of names to consider:

1. Functional or descriptive

These names literally describe what the company, product or service offers. They tend NOT to be particularly exciting, as the description is the priority. For example: British Telecom, General Motors, American Telephone & Telegraph, The Hong Kong and Shanghai Banking Corporation (these often end up being shortened at a later date for various reasons – BT, GM, AT&T, HSBC... see my point! However, with a little imagination one can achieve something more memorable and even with a bit of humour, if it is appropriate.

For example my latest start-up is called 'WhinnyPoo'. As the name suggests it is a product made from horse poo. One inherent problem with a descriptive approach to naming is that, as your business matures and expands into other markets and products the name no longer describes your business.

2. Invented / created

These are often created from word combinations, based on Latin/Greek or rhythmic sounds. For example; Viagra, Google or Jeep. Invented names can be very useful because they come without baggage and are very often a good option for companies that merge or have had their reputation severely damaged by scandal of some sort.

Sometimes it can be easier to rename the company than try to rebuild a reputation.



3. Evocative

These types of names evoke the positioning of the company, product or service such as Jaguar, which is evocative of strength, power and confidence.

4. Experiential

These are descriptive names, focusing on the experience rather than the function. For example Land Rover (all-terrain vehicle) or Hungry Man (frozen dinners) or Infoseek (search engine). They offer a direct connection with something tangible and real.

5. Acronyms

These often evolve from existing functional names, either deliberately or for strategic reasons such as mergers. This type of name can be easier to trademark.