

# Episode 91: How do you go about naming something?

Naming is one of those things that we think we are great at. That does not make everyone an expert.

## 1. You need to do your homework

Before you start doing any naming, you need to do your homework.

You have to answer these questions as these will become your name tests later on:

- What does the long-term strategy for your product or service actually do?
- What is the long-term strategy for your company?
- Who are the buyers or your audience?
- Who are your competitors and what do they name their products?

## 2. Decide your naming approach

There are lots of different ways to name something. Here are 5 choices but it is really a philosophical choice:

- Use the founder name (Dell)
- Describe what you do (IBM)
- Describe image (Speedos)
- Random word (Orange)
- Make up a word (Yahoo)

When you have decided your approach, start brainstorming names.

## 3. Take care

We live in a world where almost all names are taken. Firstly, make sure your name makes sense with the answers from part 1.

- Don't confuse naming with what you call it (naming is a legal issue)
- Make it easy to understand and explain (don't be too clever)
- Make it memorable
- Try and avoid complex invented terms (unless you have lots of marketing budget)
- Avoid being too culturally focused unless that's your market
- Make it easy to type and put on a t-shirt
- Make sure you can own the URL
- Do lots of Google searches of anything you think of – is it taken or is there something close

Once you have chosen and people buy it, it will get hard to change, so get it right.

**Bottom Line:** Look at your value proposition and then write out a sentence that says what it does – make sure your name sounds like it comes out of that.

