Ep 68: 4 Common Mistakes People Make When Naming Their Business, Brand, Product

What to avoid and consider when creating your name

- Don't let personal bias get in the way.
  - This isn't about what YOU want, it is about what your CUSTOMER/CLIENT wants and how they will take what you are offering based on what you name it.
  - The lens should always be from the perspective of your client/customer needs and expectations and how your name will help them navigate the brand/product/business when they are 'introduced' to it. The more of an intuitive connection you can make, the better. It does not have to be a literal connection.
  - If you are too close to your business, don't be afraid to look to outside resources.
- Don't get too cute or creative.
  - What do people do when they want to get things "just right"? Overthink. Along with what we discussed not to do above, also avoid the following:
    - Create a brand new word.
    - Cleverness that only you understand.
    - Name it a word that means something in a different language, that no one will know.
    - Making people embarrassed to say it.
    - If you plan to go global, check what the name means in other languages.
    - Don't aspire to be "just like the big guys", they started somewhere too.
- Don't forget about the internet- your name must be easily searchable.
  - What is the first thing people will do? Google you. They are making sure you are legit. If your name isn't easy to recall, they may search in general terms which can put you in a group of competitors. We have an entire episode on SEO if you need to work on yours, check it out.
  - Remember if you use a word that means something else, it will take a lot of SEO work.
- Don't make naming overly-complicated (especially when it comes to spellability)
  - Think about whether it is 1. easy to read/say 2. easy to remember 3. easy to spell or recall.
  - You may land on a name you love but it's not available. Now what? Replacing a letter for a number or symbol may lead to issues with recall and internet searching.

Areas to address immediately are:

1._____
_____
2._____
_____
3._____
_____

Action Plan:

Action	Timing	Progress	Complete

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