



MODULE 7: RESEARCHING NICHES

NOTES

SEGMENT 3

This segment gave you some specific ideas on how to name your product.

Here is a checklist of the most important things to keep in mind when you're naming your product.

- ☐ Catchy and short
- ☐ Clear and powerful
- ☐ Things to consider
 - ☐ Alliteration – repetition of initial consonant sounds in neighboring words. i.e. – PayPal, Kinko's, Lincoln Logs
 - ☐ Rhyme – similarity between syllable sounds at the end of two or more words. i.e. – Nutter Butter, Smart Start
 - ☐ Onomatopoeia – words that imitates the sound it represents. i.e. – Ziploc, Pop-tarts, Roomba
 - ☐ Morphemes – smallest meaningful unit in the grammar of a language. i.e. – FedEx, Acura, Unisys
- ☐ Consider trademarking your name
- ☐ This can be done easily via the U.S. Patent & Trademark Office's Website. www.uspto.gov
- ☐ Use of keywords (use a related keyword if it helps to describe your product)