



MODULE 7

SEGMENT 3



Naming Your Product

Module 7, Slide 3



Your Product Name Should Be

- 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

[More things to consider...]

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)
 - Examples that I came up with:
 - Law of Attraction Zone
 - LOA Zone
 - Maximize your Manifestation
- Keep name relevant to product or niche
- Brainstorm – Get creative
- <http://boostblogtraffic.com/power-words/> - List of PowerWords
- <https://blog.bufferapp.com/words-and-phrases-that-convert-ultimate-list> - More Power Words



Online Brand/Product Name Generators

Did you know you can use various online brand name creators to generate ideas for your product name? Just put in a few keywords, and hit enter!

- A few of these that I like are:
 - <http://www.wordlab.com/name-generators/>
 - Creates Random Names
 - www.NetSubstance.com
 - <http://acronymcreator.net/>
 - <http://online-generator.com/name-generator/product-name-generator.php>
 - <http://wordoid.com/>
 - Note: Obviously you do not HAVE to use these, but I thought it'd be a valuable set of tools to share and it's a good way to brain storm potential product names!
 - Will Demonstrate these on Video!

[Let's Review]

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