

Episode 111: How To Ace The Name Game

[00:00:00] . All right everyone, you are in for such a treat on so many levels because today I have with me not only someone who's become a good friend, but [00:01:00] man, you know how they say , you shouldn't meet your like inspirations, your heroes, whatever. For years, I resisted reaching out to Alexandra because I was like, this is the W naming stuff.

I need to build up my trademark firm so that when I reach out to her, she'll take me seriously. Cause I know she has a bunch of other trademark attorneys probably that are working with her. I've had Alexandra's book on my bookshelf, on my Kindle for years, and I'm kicking myself now. But I finally built up the courage to reach out to say, Hey, I'd love to connect with you.

I'd love to have you on my podcast. And oh my gosh, you guys, not only is Alexandra not scary at all. And so I wanna start out with that tidbit of if there's someone in your space that you've been thinking about reaching out to, go ahead and do it. Cuz so much magic has happened in both of our worlds since Alexander and I have connected.

But more importantly, as a trademark lawyer, [00:02:00] I could not be more thrilled to connect you to a trademark attorney's partner in crime. The naming strategist, Alexandra, has literally written the book on naming. Hello, my name is awesome. Which is, I think now in its second edition, right? Mm-hmm. . Yeah. And Alexandra is the absolute best when it comes to describing this in a plain English way.

So whether you just pick up her book or work with her directly, we've got a little bit of a bonus today. We're really gonna take that to the next level. But Alexandra, oh my gosh. Thank you for being here today. Oh my gosh, Joey, my pleasure. It's an honor. I cannot believe that. , first of all, I didn't know about you, and as soon as I found out about you, as soon as I got your email and I went to your website, I started recommending you to my clients because I'm like, Joey is the eat my words of trademark attorneys.

Yes. everything about you is just so I'm brown with what we do. You're so positive and upbeat. You do great [00:03:00] work. You make people smile. So yeah, , it's really a pleasure to know you and be on your show. Okay. I mean, that means so much and I'm so honored to have you here. If you guys are

watching or the live or on the replay, don't go anywhere, especially if you're gonna be a business owner.

This is going to be one of the most valuable conversations that I've had in the podcast to date. Because one of the most common things that I hear of when I talk with my trademark clients is either, , we need to come up with a new name because we got hit with a cease and assist letter, or our application is going south or.

Yeah, we know that we should trademark, but what if we're gonna go through this process? We should really love our name. And to be honest, we don't really love the name that we have, so I'm always telling , my trademark clients, you need to make sure that you've got a strong name before we move forward with protecting it.

And Alexander's done such a great job of capturing the way that she [00:04:00] does what you need to think about to make sure that you've picked out a good name. We'll get to , the smile and scratch test in a minute. But Alexander, first, let's talk about the types of business owners who might be thinking, yeah, this is a cool topic, but I don't really think that it's that important for me to come up with a name for my business.

I work with a lot of law firm owners and a lot of coaches and course creators who trail forward with this idea of, oh no, , the brand is just my name. . Yeah, that's a common misperception. , I think what happens is people get so used to their own name, but , they're missing the biggest opportunity.

So first of all, think about your own name. what is your name say about what it is that you do or the personality of your brand? Probably not a lot. Yeah. So that's why we encourage people to brand your business with a name. And there's a number of things that happen. One, you have a name that's more memorable than your own name.

You have a [00:05:00] name with legs that you can extend and we'll talk about that a little later. , you have a name that suddenly your business has a name. So if you ever wanna sell your business, you are not tied to the business. So people aren't going to be expecting to work with you cause your name isn't on the door.

So there's a lot of advantages to having a name. And if you think about a name like this, How often in the life of your business will somebody see your name, hear your name, , will they read it on social media? Will somebody talk about

it? So if you think about how many times your name gets used, it's the longest lasting investment you'll ever make in your business is your name.

It's gonna last longer than your logo, longer than your most loyal employee, longer than your office equipment. , think of all the iPhones or phones that you've owned and the life of your business, right? You , and just everything you have, all supplies that you bought, but the name [00:06:00] is still there.

Mm-hmm. . So , the name will get used so often. Don't miss out on an opportunity to make it great and make it memorable. That's so good. That's so good. And before we get into your tips and strategies on naming, , let's step back first. I wanna make sure that everybody understands like the chops that Alexandra has around this.

You've got quite a few claims to fame here, so let's break some of that stuff down. Oh, well, my favorite claim to fame is that I name the Wendy's Baconator. Love it so much. That's so amazing. , another claim to fame. This is more, , you know what? I thought it was local, but I met a guy the other day who lives in Denver, who knew of this name.

It's a nail salon in San Francisco. Then I named Hand Job . Of course he did. They have two locations and have been around more than 10 years. , and I think my other claim to fame is that my book, this is my book. Hello, my name is Awesome. How to Create Brand Names at Stick, , Inc. Magazine named a top [00:07:00] 10 marketing book.

Wow, I didn't know that. But it's still, when you look up on Amazon or whatever, like a book on naming. , this is the book that pops up, so I'll make sure that we have , a link in the comments, in the show notes so people , can catch it up for themselves. And if you're a client of indie law, let us know.

We'll, we'd be happy to send you a free copy, especially, , because we wanna make sure that our clients are taken care of if , they're needing , to take this naming stuff super seriously right now. , Alexandra, , let's get to , the smile and the scratch test. Okay. So the Smile and Scratch test, it's a 12 point evaluation test to help you understand if you're the strengths and weaknesses of your name.

And it's been published in the Wall Street Journal, lots of business magazines. Thousands and thousands of people have used it to determine if their name is good or if it sucks and they need to start over. . So it's based on my philosophy that a name [00:08:00] should make you smile instead of scratch your head.

Perfect. And Joey, you're all about smiling, so it's like perfect for you. So Smile is an acronym for the five qualities that make a Name. Great. It is suggested meaning, it's suggest not the legal definition of suggestive, but it suggests and not meaning naughty like hand job, but not necessarily naughty

I've done some of those. It suggests something about your brand, what your brand is or does. , the m and scratch and smiles down for. Memorable. What makes a name memorable? Everybody says I want a name that's memorable. , what does that mean? It means that your name is based in the familiar, so an example is there's a bike lock named brand named Kryptonite and Kryptonite is memorable because we all know Kryptonite from Superman.

So that's an example of a name that's memorable. It's the word or something similar already exists in our knowledge [00:09:00] base. So when we're trying to recall it later from our brain's Dusty filing cabinet, it comes to us really easily because it's not based on something unfamiliar. The eye and Smile stands for imagery.

And that is so people remember pictures much more easily than they remember words or letters. So when they hear a name or see a name, if they can picture something in their head, it helps 'em recall it later. of Kryptonite, is one of my favorite names, also has a lot of imagery to it.

So the L and SMILE stands for legs. And legs is where your name lends itself to a theme. So I'll use, eat My Words, the name of my firm as an example. So our tagline is, , fresh Names and taglines. To Go or icon is, I'm gonna tilt this around. Wait, which way is. , that's the pink fridge. I love that.

And that's your [00:10:00] icon. It's a 1950s retro pink refrigerator. And, wait, I'm gonna just open it really quick. Can you see what's inside of it? Oh yeah. Are those books? Yeah. No, they're not just books, Joey. They're cool books.

Okay. That's cool. , so yeah, so we have packages like, , snack and Supermarket special. So we've really extended the theme of , food, and there's a lot of things you can do with legs. My favorite is, , we'll talk about Lynette Hoy in a little bit. A business owner that was using her own name that we gave, a new name that has incredible legs, hot legs, and then Hot Legs As, as Rod Stewart would say, oh, that would be a good theme song.

Then the E and SMILE stands for emotional. Really important that your name makes an emotional connection and resonates with your audience. Otherwise, it's gonna go right over their head. And, , we're so bombarded [00:11:00] with

images and media and all of this, messaging that it's easy for a name just to pass over someone.

, this morning I was on Facebook and I saw this post, it was an ad and it was for this subscription toilet paper. And it was called Who Gives a Crap . , it totally made me laugh, , , that's a name that made an emotional connection that laughing is an emotional connection.

And when I say a name makes you smile, it doesn't have to be funny. It just has to mean , that people get it and people like to feel smart. So , a name that I love is a g p S for dogs that we named retriever. And see, , I can watch you. I love this when they say it, and your listeners can try this out, say the name retriever to say it to GPS or dog's name retriever, and you can watch the, you can watch them get it and the smile come on their face and , that's golden.

Right? And like, when that happens, it's like resonating with [00:12:00] them and they'll never forget it. That's so great. smile. we, , we covered all the smile, right? Mm-hmm. . That's so good. That's smile. , and this is, again, , I love this so much because you're really giving people a do this, not that.

Mm-hmm. set , of ground rules here, right? Yeah. But there's more to the don't do that. And not scratch. . Okay. Should I talk about Scratch? Yes, please. Okay. , these are all deal breakers, so don't be like, oh, , I just have one of those, so it's okay. Trust me. I've been doing this almost 20 years. You don't wanna have any of these.

And like I say, when you're starting out with a blank slate and you're naming your company, why give yourself any disadvantages? Hmm. Now think about your own name, Joey. Your name's really easy to spell it for me, the Hotel Vital is one of my clients, , oh, okay. , how to spell Vital, but which by the way, I don't know if , it's like this hipster hotel.

No, but that's cool. Now I'll have to [00:13:00] go. Yes. The hotel. Hotel. That would be so cool. I'll take my family. Super hipster hotel on the Embarcadero in San Francisco, and I have no idea. Yeah, we named their wedding packages. Of how a name can make the biggest difference. , The hotel Vitali was competing with the W Hotel for wedding business.

And so they wanted to dial it up and they had a binder that , when the bride or bride and groom came in to check it out, check out the venue. Then they were presented with , a binder with all the different wedding services they could order. And one of, so they had really boring names.

so we renamed them. , for instance, the wedding brunch post wedding brunch was named post wedding brunch and we renamed a , bloody, what do I say? Bloody married . Oh, I love it. And how that came to me is always like one of those, , I asked my client, what do people drink at a post wedding brunch?

And you said, bloody Marys. I'm like, that's your [00:14:00] name. Bloody married. So that , oh, that's so good. In a while. That happens. That's why we get paid up front because sometimes I just spit. , the post reception bar rental was named last call for alcohol. Mm. , they had a co-ed bridal shower, which we named shower together

, they had a guest rate at the hotel. And you're the guest. Are you? Oh, you're with a group? Asked for the guest. Right. So we named it the entourage rate. It just makes it fun, right? It adds to the experie. You know, I just wanna point out here, I think there might be some people who are like, oh yeah, but my brand's more serious than this.

And number one, I'm sure Alexandra could take that note and run with it. But I'm seeing across the board right now, , brands should lean into fun. Hmm. And there's so many opportunities that opens up on, social marketing and elsewhere where even if you're a law firm , a, in an industry where things are serious, it's okay to add some lighthearted energy to your brand.[00:15:00]

Absolutely. We named a, law firm, so the attorney's name was Layla Benja Molly, and she knew that her name would be really difficult for people to remember to spell. Ben Andal is hard for people to pronounce. So she worked with startups and helped them get their foundation documents already. And so we renamed her firm Bedrock.

and this amazing thing happened when she named her firm Bedrock. She started attracting the type of clients that she wanted to work with. Cause she had a cool name. So she was attracting cool clients. And this is what happens. And I know cuz I have Eat my words and like we work with huge companies like Google, Twitter, Amazon, Coca-Cola, and they're still coming to us even though we have a playful name.

And what happens is when you have a name that shows your personality or has a little bit of fun, you're going to attract the people that like that. And [00:16:00] then you're going to not attract the people that don't like that. And come on, do you wanna work with people that are, easily offended? Right.

You don't. None of us do. Right? Yeah. It actually is a good filter. , it's polarizing in a good way. , I love it. It is. And what happens is, sure, some people aren't gonna wanna do business with you, but more people are going to want to do business with you. So your name is actually a magnet.

Now think of Layla Bennett Damali was just using her own name. There's nothing magnetic about it. And she, by the way, is an incredibly magnetic person. but the name wasn't saying anything. Sure. , so that's yet another reason to have a brand instead of just use your name. So good. Bigger than yourself too.

When you just use your name, it sounds like it's just you. , when you have brand name, you sound like a firm. Right? Man, this is so good. Okay. How far are we on the scratch? We haven't done any scratch yet. [00:17:00] Okay, great. , sorry, I went off on the hotel. Vital. No, I'm just trying to keep track.

Oh, just really quickly, when the Hotel Vitali chains their names, all they did was change them in a binder, right? Mm-hmm. So they could actually measure, it would be like changing a name on a restaurant menu. , they were able to measure sales. Their sales increased by 25% simply by changing the names in the binder.

Wow. That's awesome. Such a good note. Such a good note. , and going back to what you said when you, you pick a name that has legs than it's easier to come up with the names for all the other stuff in your business too. Absolutely. And not only that, people will come up with them for you. Mm.

It's just magic. Ah. Okay, so good. Okay, so , let's get to the scratch test. Okay. I'll do scratch really quickly. the way to remember Scratch is if it makes you scratch your head, scratch it off the list. So the s in Scratch, this is a Biggie spelling challenge. Your name should not look like a typo.

Think about [00:18:00] your own personal name. How often Joey do you have to spell Vitali for people? Quite a bit. Yeah. Okay. , it's a bit of a frustration. I belong to this group on Reddit of. Really bad baby names that people are naming their kids. I'm like, I just feel so bad for them.

And run your own personal name through the Smile and Scratch test and you'll see like, oh yeah, that doesn't suggest anything about my brand. It's not memorable or like, yeah, it is spelling challenge. So think of the frustration of having a spelling challenge name, , people's emails are gonna get kicked back.

, you're always gonna be having to spell it for people. , Alexa's not gonna know what it means, right? I was expecting her to talk back. You always gotta lunch out for that one. So, yeah, to think about it that way, yeah, the Siri theory, , is what I call that. Okay. So spelling Challenge, the first C and Scratch stands for copycat.

You don't wanna name that sounds like everybody else's. And Joey, , you can speak to that. Not only is it not a good idea because you know why be somebody else? [00:19:00] When you could be yourself? But trademark wise, it's a huge problem. It's a huge problem in a couple of different directions, right?

Because either you're accidentally infringing on someone and you're just a one cease and assist letter away from having to rebrand or when your business starts to explode. Now people who want to buy from you are accidentally going to something that sounds the same in buying from them, and now you're creating those issues.

Yikes. Yeah. Yeah. And people don't spend time to, they don't use a trademark journey , or they think, I have clients to do this all the time. I don't care about that. it's up to you. I know. It's good to know. , no, it's . Yeah. , a lot of people. They're so stuck in what I call domain name mindset.

Yes. I think, oh, as long as this specific combo , of letters is available as a domain, I'm good. As long as I can grab the handle on the social media site, I'm okay. Yeah. And then[00:20:00] , they scratch their heads when , the trademark office is rejecting over half of the applications that get filed. Oh my gosh.

I know. Okay. So we had a guy call us and he had bought a domain name for \$45,000 and then found out that he couldn't get the name trademark. Oh my gosh. Yeah. Yeah. Ugh. Yeah. And I found this great domain. I sometimes I just stumble upon a domain. I'm like, this is a great domain.

It was for some eyebrow thing, and it was very clever. And then I, researched it and L'Oreal had a trademark on the name, but they didn't own the domain probably because everything's under the L'Oreal brand. Yeah, cops for you for doing that search though. That's great. Oh, , yeah.

Cause and I tell people, don't go crazy, do your trademark research first and we don't even look at domain names until of gender trademark research. Great. , yeah, and there's lots of ways, man, I will say, and , I don't want to compare Alexandria to any other [00:21:00] naming strategist that I know, and , I think this is about best practice in the industry, but just think about the peace of mind

and the effortlessness when you do start to work with the naming strategist like Alexandra.

And they're not giving you this list of a hundred names that haven't been vetted yet. So you fall in love with one and then you do some research and realize that you can't use it. It's so much nicer. Cause I, here's a short list that has already been pre-vetted. We're giving you this list to really minimize that risk of you falling in love with the name and then us finding out that you're not gonna be able to use it.

Yeah, absolutely. And yeah, just the peace of mind is that's pretty priceless. , and , yeah, there's all kinds of things that can go wrong with trademark. And we tell people just go for what looks cleanest. , don't risk it, you don't wanna get into the back and forth with the PTO or maybe, Joey, you have your way of working.

I'm sure you're very creative and clever the way you can get around [00:22:00] things. I'm a scary cat. . , we definitely, , it's hard cuz , I think I lead in your direction as someone who does not wanna take that type of risk. , we wanna make sure that we're matching our kind of personality around that in the best interest of our clients.

And so if they wanna be. Cowboys in the space. We will try our best , to make it work , and make them aware of the issues and risks because we get, , we get surprised by what the trademark office decides sometimes in good ways and in bad ways. We can never make guarantees , in case.

But yes, , there is a reason why if you work with a trademark attorney and, move forward with their best recommendations, your chances of success go up considerably than if you were to just file it on your own thinking that you'll get through. Oh, for sure. Yeah. I can't imagine trying to file something on my own.

Yeah, , , it's money well spent. Yeah. And, , yeah. Okay. So should we get back to [00:23:00] scratch? Yes. Okay. Copycat, , The A in scratch sounds for annoying and annoying is when people try to get cute or clever. , using letters in your name, for instance, you know? Yeah. Most close to coast, you're always gonna have to spell it out for people.

Yeah. You may have been able to get the domain name, but it's, clunky, you know, I, , I love this because you're, drawing a line between suggestive and clever and I think a really powerful way here. Thank you. And here's something , really to take to heart. Just because it's clever doesn't mean it's good.

So you could spell creative c r eight T , t y v, right? you see this on license plates sometime create, ah, yes, that's creative, but it doesn't mean it's a good idea. . this is such a good point. I really just wanna underline it. When you're talking about suggestive, you're meaning giving people that aha moment that we talked about [00:24:00] where when they hear it and they hear what you do, they're like, oh, I get it.

Mm-hmm. versus, oh, that's a clever way to spell it. Well smile. Just, , a name should make you smile. That's the whole package. Yes. Of Oh, I did it. , so we named , a fund that, , they fund community gardens and we named it seed money. like people get it, right? They're like, oh, that's clever.

Yes. We named a language school in Cali, Columbia. Gringo lingo. . Oh, I get it. ? Yeah. Americans come down there, they're gringos, ? So yeah. People, like , to get it. But when you're just like, here's a way to think of it, wearing two different colored socks is creative. Is it a good idea if you're going on a job interview?

Probably not. , , that's really just as It's different. Yeah. It's different. The way you spelled it,, it's a creative way of spelling it, but it's not a good idea. Yeah. It leans much more towards the scratch than [00:25:00] the smile. Yeah. Yeah. Anything spelled, everything should be intuitive to spell , when you hear it, you should be able to know how to spell it.

That's great. , oh, and annoying is also words spelled backwards, right? Mm-hmm. , now it works. Oprah spelled her name backwards and she's Harpo Studios, right? Right. That works. Serena Williams spelled her name backwards or Serena backwards for her clothing line. And it's something like RNs like r s, it does not work for everyone.

But when you can make it work, sure it works. Sure. We named a ringtone. You should be able to make your own ring tones. And we named this ringtone service DJ ringtone. But the cool, oh no, sorry. DJ nitrogen. But the cool thing about nitrogen is an acronym for ring tone. Oh. Oh, that's court. You put all the letters in nitrogen in a blender and you ring.

Yeah. Oh, that's so cool. So that's kinda a nice, that's kinda a cool thing to know, but you don't need to know it for DJ nitrogen to be [00:26:00] a cool name. Yeah. , as people are tuning into this, I wanna say, , continue to tune in and I want to drop the golden nugget seed right now that, once we're done with this scratch your head test.

We are gonna do something that I've never done before and I don't think I would typically do. , but I'm so excited to do this with all of you and have you see this happening in real time. , but that's the teaser. Let's continue the Scratch your head test. Oh my gosh. And it's a first for me too. . That's awesome.

It's a first for me doing live. Okay. I know I'm a tease. Okay. The S C R T and sorry, I have to always spell it out. The T and Scratch stands for Tame in Tame just means you're a wallflower, you fade into the background. You can't afford to be tame. , , think about the words in your name. Is it, , pedestrian, like , my favorite tame name is, , combines two of the most [00:27:00] boring words in the English language into one super tame name, and it's the name of a domain registrar.

And it's network solutions. Like really network solutions, like solutions should just be put out to pasture the, . It's, yeah. And, , in, in the trademark world, I also want to throw the name generic out there because, , we're seeing that there, we know in the trademark world, the more generic your name is, weaker your trademark rights are.

And in particular, what I'm seeing a lot of businesses do right now, this might have been the case with , the network company, is they try and go pick a name for the sake of seo. Mm-hmm. . And then what they get is something that's pretty lame sounding. , but they're hopeful that if people are searching for this type of business, then this'll pop up.

Yeah. , people come to us with that request. Well, it has to have good seo. Like you should concentrate on building a good brand and building out your website and let your SEO come from [00:28:00] that and , get your business from referrals , and testimonials and doing great work. But no one's gonna stumble, eat my words.

No one's going to stumble upon Yes, a naming term name to eat my words, but the name says that we're creative. It says, we started out naming things that make people fat and drunk , which is why we're named to eat My Words. But , yeah, no one's gonna stumble upon us, , but we have a strong web presence and we have good SEO because we've done everything right.

We've built out the website, we're in the press, , we have people linked to our site. , we're doing all that. But Google changes our algorithms all the time. So even if you're building towards seo, , for one thing, Google had changed our algorithms the next month, and then you're gonna be down, down , the page or down

Absolutely. , such a good point. , yeah. And what was the word there again? Oh, Wait. Tame. Tame. Yeah. Tame. Tame. Yeah. Just descriptive. And can you just talk about [00:29:00] Genericide my favorite one? I know you love that word. You love that word. , genericide it. When I found all this, okay, this is what kind of make trademarks cool, right?

The fact that you have brands like Kleenex or even Velcro who are having to spend so much money in advertising and PR to say, Hey, human beings out there, stop just using the name of our brand for stuff that isn't really our brand. And I love the Velcro example because everybody calls , Velcro, even though Velcro is the brand.

And what it actually this thing called Hook and Loop. Oh. And so they put out this , really funny series of YouTube videos and other types of videos with people singing and stuff saying, please, for the love of everything, call this hook and loop. Because if you keep calling it Velcro, then we lose our trademark.

I didn't know that about, I guess I knew it was a registered trademark, but yeah, I do say Velcro and I didn't [00:30:00] know the hook and loop, but I know like with baby onesies, , Kimberly Clark owns onesies and if you on eBay or anything else, they will shut you down. They're called, what's the, a jump? I think they're called like jumpsuit.

Bodysuit or jumpsuit or something, which is too bad cause baby yeah, baby onesie is , it's interesting , and sometimes I think of this, and this is a good reminder. , the weird thing about being a trademark lawyer is once you understand like the TM symbol and the Circle R symbol and what they mean, you can never go to a sports stadium the same way ever again.

Because now when you're seeing all of these logos around the stadium, you're like, okay, that means something's registered. Does that means something's maybe not registered? so I'm currently in Florida. I drove about 20 hours from Chicago and during my drive I was looking at my dashboard and I noticed something.

I was listening to my phone on Bluetooth and there was a little Circle R next to the Bluetooth [00:31:00] logo and I was like, oh my gosh, is Bluetooth registered as a trademark? And is there a generic side risk there of , what do we call it if we don't call it Bluetooth? Yeah. What do you call it if it's not called, I dunno.

Yeah, that's really interesting. I didn't know that. The one I always wonder about is Photoshop because everybody says Photoshop that Yes. I'm sure they're trying to fight that fight too. . Yeah. Yeah. Roller blade though. Like we call it inline skating, like they did a really good job. Yes. Yeah. Oh, it's, fascinating.

If you guys want me to geek out on trademark stuff, let me know. , and I will, but I try and hold my tongue on that, , , I'm so fascinated by it. And if you go on Wikipedia and type engineer side, you can see a whole list. Yeah. And it's pretty fascinating. Laundromat, escalator, , you can see all the ones that have lost their trademark.

, it's pretty fascinating. And that's really the goal though, right? Is to work with someone like Alexandria Home, such a good name, and get to a point where people are really just equating your [00:32:00] brand almost with the product, because you've dominated the market so much. , but not where you're having to pay lots of money.

No, , it is an expensive legal issue that you need to be concerned about, but I think it's a good problem to have you do because people always say we want our name to be a verb. , Uber, like Uber, it, you just let's just Uber. No, I think that if you get to an Uber or a Google or apparently a Bluetooth, you probably have the funds at that point to start this fight.

, but , what's cool about when you start to work with someone like Alexandra and we're gonna get to working with Alexandra just a minute cuz she's got some stuff for me. But now you get to be like really thinking like,, oh my gosh, if my business becomes this successful, wouldn't it be cool if this name that we're picking out here becomes almost synonymous with the industry?

And that can happen more with a name that makes you smile than a name that makes you scratch your head Exactly. . [00:33:00] But to your point, yes. The other thing that you do really is you're coming up with names that aren't necessarily verb friendly. It's not like the point of coming up with a name is to make it that, , at risk of generic side.

And when you name it the way that you do using your example of, eat My Words, , the way you've named that built in is kind of shielding it from generic side risk. Yeah. and I do avoid verbs, but , I think everyone thinks they're gonna be the next Google and No . Yeah. But,, at least now I know not to be as much of a scary cat about the verbs, No, I say lean into what you're doing.

Cuz I do think that even when you try and use a verb, it goes against these other rules. Yeah. where, yeah, I think , it's harder to get that smile effect if all it is a verb. Yeah, , that's totally true. unless it's very clever. Yeah. Yeah, like retriever would be, yeah, retrieve, but that's not a good name.

Yeah. Yeah. And [00:34:00] that word already means something in that world. Yeah. And that's why it makes sense. Yeah. A lot of the words that are, we're going down a bit of a rabbit hole here, but I think it's worth saying it. A lot of the reasons why companies are at risk of genericide is because they disobeyed this scratch test.

They picked something, a word that have never existed before, a unique spelling. And they did the hard work as a brand to develop brand awareness to now this unique word means something in society, but when you go in this other direction, , it allows for you to, lean on these words that already mean something instead of we're coining something new.

Yeah. It's gonna go mainstream. Yeah. And if you do coin a new word, like it has to meet the trifecta. It needs to be one of my favorite coin words is Groupon, right? Coin name. Groupon. Yeah. Because when, , they started out where it was like for groups of people and the coupon [00:35:00] like that, you get it when you see it, if you get it, when you see it.

, Pinterest, , pinning your interest on these boards. So names like that. , I love, , there's a,, soft goods company in,, Oakland, California that makes t-shirts and things like that, and it's called Oak Landish And , it's just like Oakland Plus outlandish. So like music that are really fun.

, so yeah, you can be creative as long as people, when they hear it, like,, you know how to spell oak landish, you know? Right. , you get the personality of it. , yeah. And it's easy to pronounce. So , this is also good. And again, I can't recommend highly enough, especially if you're here tuning, because sometime in the future, me or someone on my team has sent you to this video, take all of these tips seriously because you will likely thank yourself, even if it might mean going in a different direction than what you were thinking originally.

Thank you. , all right, so we have what, t n h left or, no, we did tame. So it's just the, , yeah. The [00:36:00] second stand, scratch stands for cursive knowledge, and that's where it's usually, engineers are always guilty of this, where, or people think they're being clever by, oh, our name means, , hive in Swahili.

Yeah. Yeah. , and what is that? , maga, M Z I N G A, it's some type of learning platform, I think, and it,, loosely based on the Swahili word for Hive. Like nobody knows that. , or there's a lingerie brand named Bra Company named Third Love. I, I love asking students when they go speak like, what do you think Third Loves or Love name.

They've gotten all kinds of answers. That's awesome. , the owner of the company, the founder, she said that she likes that the name is ambiguous. Nothing about your brand should be ambiguous. Nothing. Your brand needs to be really clear. Yeah, , I like this because what part of our theory you're calling out is there are exceptions to these rules where despite.

Names that didn't follow these rules, they [00:37:00] still were able to make it, but just imagine how much easier their path to success would've been. Yeah. Look at eBay. eBay is a horrible name. It doesn't really mean anything. Yeah. , but it doesn't matter what they were called because they, the stars were aligned for them to Yeah.

It was such a great brew business. , yeah. Sometimes that happens, but yeah, you're right. If you're starting out with something that's more clever or, , create a, , that actually is meaningful, you're starting out ahead of the game. . So that's cursive knowledge. , foreign languages or the engineers know what it means, but nobody else does.

Mm-hmm. . And then lastly, the H in scratch is hard to pronounce. Super important. , not only should your name be easy and intuitive to pronounce, it should only be pronounced one way. Example, there is, oh, you know that, , LaCroix, yes. Like people call it La Crox, , and when Coca-Cola hired us, they said, we don't wanna name like LaCroix because for our water, [00:38:00] nobody knows how to pronounce it.

, did you guys hear her when she just did a little humble brag about Coca-Cola hiring her? Yeah. I think I'm really good at that. . I'm the best at the humble bro. Continue. I'm, but thank you for noticing that . Okay. , there's a company. Okay, I'm gonna ask everybody. It's a. green, , vegan, vegetarian protein powder.

it's spelled v e g a. So do you pronounce it Joey? Do you pronounce it Vega? Vega. Vega Or Veja? Like Vega. , I was gonna say Vega, but Veja could be. Yeah. Or , is it Vega, like the old seventies car? I have no idea. How would you know? the only way I know is I called the office late at night when I knew no one would answer the phone.

So I could hear it on the answering machine and it's Vega. And I was totally shocked. I thought for sure it would be ve like vegetarian or like [00:39:00] vegan. And it's ve. So if you are telling me, if I'm like, oh Joey, I'm doing this new like juicy thing where I'm doing green and you're like, oh, you gotta check out this company Vega , and somebody else is talking about veg and someone else talking about ve.

I don't know. It's all the same thing. And there, there's many instances of this there. I mean my favorite clothing company right now is Veri, but my wife is fighting me on this cuz she thinks it's so I call it Veri. She calls it Vori and we don't know how to say it. Yeah, fashion brands seem to somehow get a pass I think.

Cuz they often come from foreign country, like Versace. Sure. But how many people, I think was it Did Brook Shields say Verage, somebody versa, Sage and embarrass themselves. That's amazing. Looks like versa. Sage, like how would you. , how would you know? Okay, so that's scratch. So yeah, be careful of all of those things.

And again, think of your [00:40:00] own name. And by the way, you can do the Smile and Scratch test for free on my website. it walks you through it , and you just put in your name, answer questions, and , oh, that's so good. My words.com. It says Test a name at the top. So yes, test your own personal name , if you're still using your personal name for your business.

And then test any brand name in there. Mm-hmm. . So for sure, go to eat My words.com. Use this test and continue to stick around with us because we're gonna see Alexander's chaps in real time. Now, , as you guys might know, , indie law, that was an Alexandra approved name, so that brand isn't going anywhere.

But my other brand, , is in the middle of a rebrand. , we're looking at. Logos, colors, polishing everything up. And the timing was perfect for me to reach out to Alexandra and say, Hey, , let's do, let's look and explore , some new names here. So Alexandra, I [00:41:00] don't think has ever done this for either, but because it's you guys, she was kind enough to offer this, and I wanna make sure that my clients , can see a really good example of this happening in real time.

So Alexandra is gonna share her screen in a moment and walk me through some new names that she's come up with for our brand. Okay. Are you guys ready? So excited for this. Are you ready? Yeah. Should I add it now or do you need

to? Yeah, yeah. No, , I'm ready. Okay, great. Okay. Let me, oh, can you see my screen?

Yeah. Let me, I'll go ahead and remove that. And you just tell me, I can see your screen. So tell me when you get the, is it a Microsoft Word document? Hold up. , Where did it go? Oh, here. It's okay. Okay, perfect. Okay, so what I'm showing you is our Create a brief, and I had Joey complete this for [00:42:00] his. So the current name of this company is The Business Growth Advantage and Joy, why don't you just tell people about it, , so they don't have to read on the screen.

Yeah, absolutely. So to give you guys a sense of, , what we're calling the Business Growth Advantage, , indie law has been around for about five, maybe six or six or so years now. And one of the secret weapons that we've discovered that our law firm has tapped into is the power of team building. And so that's become a real passion of mine, and as I've been able to design myself out of my law firm,

More and more I've been wanting to help other business owners experience the type of freedom and positive culture that my team and I are experiencing. And , because India law is a law firm, we ethically can't operate this other brand from the law firm. So we had to create another legal entity for it.

We had to come up with some name in the beginning it was just, you'll love this Alexandria. It was just Joey c Vitali, llc. We ran with [00:43:00] that for a while. People were like, I didn't even know your middle name. Started with the C but my cousin is a famous former hockey player and now a famous, , radio show host.

, that's a Joey Vitalis. So if you Google Joy Vital, you'll likely find him. And then, , I decided to work on a book. I came up with the great title for the book, which was The Business Growth Advantage. That's still in play, but Alexander and I were talking about, okay. Plans are shifting with the brand. I think that there might be some opportunities to rename it, something that might be a little less tame, right?

, a little less generic, and really show off the personality of what we're building , and hopefully give people that smile effect and not scratching their heads. Yeah. So I think the business growth advantage, , it's descriptive and it definitely is positive. But yeah, , the words on their own business growth and advantage are a little pedestrian.

Mm-hmm. . So, working with [00:44:00] Joey and his team, I know that, there's a lot of energy behind what they do. So Joey's , new logo is a lightning bolt, and so he was hoping that the new name for the business Growth Advantage could take advantage of the lightning bolt. Now, it's not often that we get asked to find a name that fits a logo, but you have to be careful when your student wants to become your client.

Because I was reading Alexandra's book and. before we had even come up with , a name for the company, I was like, you know what, name aside, I want this brand to have legs. I want there to be imagery here. And as soon as we started playing around with the lightning bolt looking logo, I was like, okay, I don't care what the name of this company is, this Lightning Bolt logo gives us a sense of a visual and a sense of direction of what we're about that I think we can run with.

And so I was super grateful for Alexander to take that note and say, we can work with it. Yeah. And [00:45:00] lightning bolts, there is a lot of wordplay. obviously they're very visual , when you see it, , everybody can think of struck by lightning and there's a lot of wordplay around it with strike and struck and shock and, , bright and , I love that lightning is rare and I think that what.

Joey's offering is rare too. And it's rare to, , I think that there's something really cool about that. Oh, thanks. In the brief, so Joey talked about the goal of the assignment, which is to, , find a name that has more personality than business growth advantage. And also he's open to having something like, , a positioning line or a tagline that says something about business growth advantage, or something that alludes to, , growing your business.

Something along those lines, which is good because then it allows us to have a name with more personality, but the name doesn't say at all. And something to know is your name really can't say [00:46:00] it all at the most, it can say more than two things. Mm-hmm. , but it doesn't have to. And there's a lot. No one is ever going to, unless they see the name on a baseball cap, they're probably never going to just stumble on the name.

on its own or see the name on its own. That's very true. There's always gonna be context around it, and I imagine a lot of it's going to be word of mouth or, , somebody sees it on Facebook in the context , with, , visuals around it. They're on the website, they, there's a lot more than just the name.

So that's a nice thing is that there's a lot of support materials around the name. And, , I like to say, , we all know a picture says a thousand words, and that's the power of a logo as well. Your identity can express that and that's what the

Lightning Bolt does. Awesome. Okay, , so here's in a nutshell, business Growth Advantage empowers entrepreneurs to become highly profitable and stress-free CEOs as they climb to \$500,000 and beyond.

Okay, Joey [00:47:00] wrote his desired brand positioning, , which is, , the preferred choice for entrepreneurs and I love this, who want to run their business instead of having their business run them. And I think all of us business owners can totally relate to that. And then I had Joey, , list some insights, consumer insights and strategic considerations.

So this is all really interesting. It's just interesting background information for us to know. This one I could totally relate to business owners not yet at the seven figure mark are usually more quick to make buying decisions. And I'll tell you as much as we love working with big clients, cause they pay more.

, the smaller business owners are definitely make the faster decisions. Yeah. And they also pick the cooler names. I think there's just not as much pressure. I'm wondering what everybody else is gonna think. And they're not doing big focus group research, they're just, , they're working with us, so they know we're only showing them good names, and then they're going with their gut and they know [00:48:00] they need to stand out.

So they're going to choose a name that's not as predictable as a name that they might use if they were super corporate, for instance. Yeah. Okay. So , I'm just skimming over this a little bit because, , and by the way, the creative brief is in my book. , if you get the book, , and when you fill it out, what happens is , you're really defining your business for yourself and people find it really helpful to fill out the brief for that reason.

Hmm. So , we know who the primary target audience is, we know who the secondary target audience is. , we wanna make sure that we don't alienate the target audience in any way. Hmm. , sometimes when we're doing this, you know, the target audience. Maybe moms, but the moms have kids. So we have to think about how do the kids feel, right?

Like , kids don't wanna be embarrassed eating some, , snack food with a corny name. just things like that. Or , kids don't like to eat food that's positioned as healthy.[00:49:00] most people don't. Right? , we have some competitive offerings here.

And then, , desired brand experiences. This brand empowers me to be a better leader. Joey is team. Have a unique ability to coach and educate on these topics.

I love this one. This isn't one of those bro marketer viewers, , right? That's, I've never heard that phrase as a male entrepreneur in the space.

That's something that we hear a lot is bro market. I've never heard that phrase, bro. Marketer. Yeah. They're like, oh, you're not like the guy who's always in front of the Lambo trying to sell me stuff on Facebook ads. Oh my God, those guys. Yeah. Yeah. No, I know the Facebook ads, right? Yeah, yeah, yeah. Totally.

That's why I have a subscription to Facebook, so I'm not assaulted with Facebook . Okay. to YouTube. So I'm not assaulted with this ad. Nice. Okay. Yeah. I feel safe to get wrong. Vulnerable here, so that's good. , then we wanna know the personality of the name with the three most important ones highlighted.

, [00:50:00] likable, empowering, thoughtful. , sometimes some of these can be a little contradictory, like bold and peaceful or a little contradictory. But yeah, try not to get too wrapped up. So then you'll see some names that are more bold, some names that are more peaceful. Although I think with the lightning bolt, You have to be more bold than peaceful. Yeah. , and then some themes to explore. So this is really helpful for us as a starting point. , obviously with lightning power was a great theme for us to explore and a word to explore, , whether we looked at outer space. I didn't go there I didn't go there cuz I felt like you didn't need to go there.

Okay. , and then some stories. I was pretty, I was reaching what I wrote. I was like, what else could I put here? . Yeah. , what's above weather? , yeah, no, , that's okay. And then some words to explore and we explored all of these. , yeah. Ceo, we played around with a lot. , and then I think , this is just a mistake.

Themes to avoid ideally something short and sweet. [00:51:00] Okay. , yeah, , I don't know, maybe that was legacy from somewhere. , then words to avoid. , this is , really helpful to us. And of course Joey being a trademark attorney, knew like that these words in particular are super saturated in this space, and we're really familiar with those two.

In fact, we have a list of a hundred words that we won't use. That's so smart. Overused so smart. Yeah. , entrepreneur, we know Joey said Entrepreneur Magazine is very litigious, also super helpful for us to know. We did a couple with Entrepreneur just because, , we don't have it as the first word in the name and I thought, , It doesn't hurt to show.

And then, yeah. , boss . I didn't know boss was feminine. I guess on its own , it's not, but there's so many, like girl boss and Babe bosses. Yeah. Wait, I have to show you where, hold on a second. Am I still on your screen? Yes. Okay. Can you, sorry. , I can't see the foot.

, can you see those? [00:52:00] Chief Executive Boss lady? Love it. Yeah. That's my, name plate on my. That one of my interns had made for me. I love it. Yeah. I think that , it's to the extent that it is used, it's becoming pretty saturated in the female attorney space. Yeah, I can see that.

, okay then this is helpful too, and it's great like when you're starting out to know, yeah, to get the exact match. I'm not gonna get an exact match domain name without, by the way, , I talked to a domain broker the other day. The average cost for a one word domain name is the lowest, like fire sale, 50 to a hundred thousand dollars for one word domain name.

That's crazy. Yeah. , no one expects anyone to have a one word domain name anymore. Yes. So if you can get past that, , use a modifier word. Here's some great examples. you can either tag it onto the end or have it on the beginning. It's totally fine. And you could even be super creative.

One of my favorite domain names is for a [00:53:00] smoked Turkey company, , and it's a not a great name for , a Turkey company. It's Greenburg smoked turkeys, but their domain name is gobble gobble.com. . That's awesome. Thank you. , okay then , we asked Joey to put down some examples of names that he likes and, , why.

So that helps us understand what style of name he likes. So these were some of his, and then also name dislikes, , for and , for whatever reason. So , this is all super helpful for us. And if I see a name on the likes, that goes against a smile and scratch test. I will point it out. Sure. Just so there's understanding that.

, but this is good. Like Joey with Floes, he wrote, well, it's, tough to spell. So , he recognizes that mm-hmm. and sometime with, yeah, with the w I'm naming something right now with, [00:54:00] yeah, the w sometimes it looked weird in there, so yeah. Sometimes we can make an exception, but you have to ask for permission.

Yep. Okay. And then these are some names that Joey's come up with. So far his team has, , that he likes and I saw he had entrepreneur, , here Lightning Strikes or Lightning Leadership, CEO E Boost, , CEO Power Up the Blank Advantage.

So we did a lot with the blank Advantage. And we did a lot with power, , cuz yeah, the lightning bullet works really well with power.

Then , this is also super helpful to have an asset test for saying the names, so that way when we're reviewing the names we come up with, we can make sure, does it fit this okay. And then, important for us to know where will people see or hear the name. And then, , anything else?

Good to know. So Joey just told me more about the business and what, the main reason for the name change. , so with that, I know I'm just don't wanna let uh, oh off any longer. Here we go. [00:55:00] Okay, so now I'm gonna show Joey 50 names. , and this package we did for him is called, name it, a s a P, where this is the process.

He filled out the brief. , we have a conversation and then I go to work. it's just me working on the names right now. I'm not putting my team on these. You get to work with me directly, which is really nice. That's amazing. And if you are us for a bigger project, then the whole team's on it.

But for , these are really my sweet spot's. What I love to do, I love working with business owners. , what I'm going to do is I'm, and Joey hasn't seen these yet. I'm going to show, , about a dozen names at a time on a page. I am going to be quiet while Joey reviews the name and the rationale with the name.

And then Joey, after you're done reviewing them, just tell me which ones are working for you. If you see part of a name that you like, the word and or you like part of the name. So let's say the name was, , I don't know. , [00:56:00] something bridge, , okay. Bridge, Bridge, sky, bridge.

And you're like, okay. , I don't like bridge, but I li really like the word sky. Okay. , sh I wanna see more names of Sky, then we can jump on and brainstorm some words with Sky, for instance. And I do have a really favorite name on in here that has the word sky in it, by the way. , I'm excited.

Okay. , and then everybody, anybody watching, anyone listening or anybody watching, , can, , Play along. Awesome. All right, here we go. And just, uh, uh, you're not gonna, okay. A couple more things. Sorry to tease you. Um, no, you guys, I put together lean on the spot. Usually this is a, a private one-to-one, and she's having to think, how do I show this to Joey and present it at the same time?

But again, I think this will be a super helpful thing for you guys to see if you are thinking that a, a naming exercise like this is on the horizon for you. Cool. Um, a couple things to think of or remember, a couple tips. The question to ask yourself is not, do I like it? [00:57:00] Because that's, I mean, obviously you're thinking that, but what you really wanna ask is, is it right for the brand?

Mm. And not bring your personal bias into it. Just think, you know, think it, put yourself in your customer's shoes. Okay? Okay. Or your potential customer shoes then. . Yeah. Read, you know, read, read the names. Top to bottom. Bottom to top. And then obviously, you know, I'm putting you on the spot here today asking you to make decisions right now.

But clearly you wanna live with us for a while. Print the name out. Sure. My feeling, I know you'll probably circulate this to your team. Um, and hopefully they've all read my book or are familiar with, with what makes a name good. Um, but you know, we're not big fans of asking everybody what they think because they're not experts at naming.

Yes. We're so, you know, when you really good point. When you ask someone, what do you think of this name? That's not what they hear. What they hear is, what don't you like about this name? You know, they, everybody would critic, right? Yeah. [00:58:00] So there's nothing on this list. I would never show a client a name that I wouldn't want them to pick.

It happened one time, um, oh, it was it. You know what, it's a name. One of my neighbors came up with it and there's a name of a book and it's soulmate, but it's spelled. , S O U L m A T e. And it's either the, the woman, Lauren Mackler, the author. She loves it. She's, it's a big deal book, but I, it just really bugged me that it wa that you had to spell it for people.

Yeah. Mastering the Art of Living Alone and like it was the perfect title for her. So that's, that's fine. But, um, I, I don't know. Part of me couldn't get past it, so now I'm just really careful. Don't put me Okay. It's all right. I . It's, it's, it's nice to know that I can't pick anything wrong. Yeah, you can't pick anything wrong.

Okay, so here is your first who, okay. Implication Nation. Nice [00:59:00] amplifier. Oh, that's, Bolt Bolt Strike business boost. No, no, no. You can do like if Bolts Strike Business Boost, it's kind of a mindful mind mouthful. You could just have your name be Bolt Strike and then, you know, we could do a, a tagline or a descriptor underneath that.

Yeah, I Amplifier is pretty awesome. Okay. Um, and, and let's spell that for people on the podcast listening to a M p l I f i R E. Yeah. Amplifier. Cuz I wanted to try in fire. Cause I cause But yeah, it, yes, it's one of those names. It's not spelled the way it sounds, but it's so cool. And you could do something with the logo, like maybe the I and fire is like a little flame or something.

Yeah, that's cool. And I'm like, like the CEO power booster, the, okay, these are all really great. Crank up the volume. Oh, that's a fun [01:00:00] way to. Bring in the lightning vault and maybe, yeah, crank up the volume. Like maybe that's a tagline. You know, like that's another thing with the memes. You can use them for other things.

That's such a great point. Nice. All right, let's keep looking. Okay. Oh, and I think I, because of your, where, where I have your screen. I might have missed the one at the bottom. Oh. Of the last screen. One at the bottom was Electric Avenue. Nice. Oh, that's fun too. Electric Edge. It's fun. Edge Electric Edge Effect.

Okay. Wait, can you see them all now? Yes. Electric Entrepreneur, engine room, fire, baller, gigawatt. That's cool. First one gigawatts. Really cool.

Ooh, high voltage or high Jol. I love h Jolted and I got that. See, this is an example of why the creative brief is so good for us. I got [01:01:00] the word jolt from the creative brief cuz you wrote that you like the name jolt and your name likes. Yeah. Cause I feel I could do something with that. Yeah. I think h jolted, I like it.

It works with the lightning bolt and, , because pe business owners, we all need a jolt. Like I got a super jolt this year from Joey. Joey , has electrified my business in so many ways by making some introductions for me. , I'm working with his coach, , just like I needed that jolt. And so I know what Joey has done for me and I'm not even part of this group.

that's why I love p ooh inspiration strikes is really good. And I really like lightning impact too. Cool. Lightning impact. that's a really good one. Thank you. Okay. Okay. Lightning jolt. Lightning strike success. Megawatt. C e o. Oh, I love that too. Mm-hmm. . Joey, you have a megawatt smile.

Oh, look, I wrote it right here, Joey. Oh, I love that you [01:02:00] do.

power forward. Ooh, that's a good one too. Okay, I think we're getting closer to your favorite. Alexandra. sky Piercer is pretty awesome. I love Sky Pearsons.

That's really great. And for anyone listening, Sky Piercer was inspired by the TV show, snow Piercer that I love. , yeah, you never know where an idea's gonna come from, and that's why I'm allowed to watch television so good.

Yeah. You're doing it on the job, it's work. Okay. Sonic Bloomerang, Sonic Bloom. , is it Strato Max Growth? Yeah. STRATO Max. Okay. Oh, for Aspheric success. Like it. Okay. And then the next two, I can't read. Oh, sorry. Stuck to str. Oh, that's good. Yeah. And maybe it's not your name, but maybe it's a That's a, yeah, I like that a lot.

And superstar success too, as a, okay. Yes. It's a language we can use. , I love the [01:03:00] word supercharged. , it's a word I use all the time, working with me as a supercharged experience and Yeah. The thing like, people wanna be supercharged about their business. , I've been doing this almost 20 years.

I'm like, . you get complacent or you're like, no, I'm good. Where I'm at. , this is good. And, , for all of us that have started businesses, we know what it's like when you first start and you're like up till 2:00 AM writing your blog and , you're so excited. And that's what people wanna get back to.

And I think that's what you're gonna offer people is just , that energy and the lightning bullet works with that too. So that's why I like supercharged for you. Oh, that's really good. Okay. , and then this is the last page. Okay. So Search to Succeed. The Electric Effect, the Energized Entrepreneur, the Oh, the Energy Source. Mm-hmm. , I like that one.

Oh, the PowerMax Advantage. Yeah, I like that Power Max. Oh, thunder Bunch. I actually really [01:04:00] like, oh, cool. I like, I was debating, but I'm like, no, there's something to that for sure. Yeah. There's something kind of cool, , because I know that you have, this will be a community and, , you're creating this community.

So Yeah. I part of Thunder Bunch. I like that a lot. Thunder clap leadership. That sounds really good too. Mm-hmm. . Oh, and I like thunder clap on the sound of success with applause. Like you could do. Okay, everyone, let's do a thunder clap. You know what I mean? Like, yeah. You can make it really fun.

there's so much you could do with something like that. Oh, these are so good. And then the,, thunderstruck effect. now my mind is racing of all of our different offers and products. , there's so many,, good options here too. Upsurge nice. That could, something that we could use too.

I've never really loved the word like upsell. Hmm. But that could be a really great, , play there. Yeah. And then, yeah. Oh, volcanic activity. I never thought about volcanic with lightning, but that works too. [01:05:00] Yeah. So where that came from is, so one of my tools for, I'm gonna share some tools , , with everybody, , one of the tools I use a lot is Wikipedia.

And so I looked up lightning and I was reading all about lightning, and I saw a volcanic lightning. And actually, you know what this is here, it's right here. So I discovered volcanic lightning as a thing. , and I love that. And , caused by a volcanic eruption rather than an ordinary thunderstorm.

And Huh. You know, just something really interesting about that. So I do find that. using. For me, how I come up with names a lot is just reading. I'm just skimming. Mm. Skimming, skimming, skimming. I'm not like absorbing everything I read. I'm just skimming, looking for words and that's how I come up with a lot of ideas.

Yeah. This is all so great. Cool. Do you wanna So good? Any [01:06:00] brainstorming techniques? Yeah. I mean, do, you have time? I know that we're, we've gone over No, I don't always have time. I love that you're great. Yeah. Let's do it. , I want people to get what it's like to work with me. So we're gonna go here and we're gonna look up.

So let's use the word sky, is that okay? Use sky. Sure. Absolutely. Ok. So the first thing we're gonna do is we're going to go to, by the way, this site is not in my book. It's not in my course. I'm only sharing it with you cuz I love you and anybody that works with you is somebody that I know I would like.

So this is one of my secret resources. It's called One Look and one look.com. And on the homepage it gives you all of these different searches you can do. Sir, we're gonna do two of the basic ones. Ok. Basic, I just mean the not gonna get basic results or just the easier ones. Okay. So I'm gonna type the word sky with an asterisk after it.

And [01:07:00] that is going to give us pages and pages of results of all of these words was sky. So let's go with You can these by commonness length, common words and phrases, common words, or you can look at, , nouns, adjectives, words. So let's just look at length. . , a sky dog, sky man.

You know what? Now I'm gonna skip that. Let's go to commonness. Okay. So skyscraper, skydive, skyjack, Skylab. Mm-hmm. . So there's just page is a skyscape is really pretty. I like sky. The reason I like sky piercer is sky is very

aspirational. Yeah. It's a nice short, easy to spell and say word and you can add a lot to it.

And then sky piercer, , that's the lightning is piercing the sky. Right. And it's got energy. But while piercer is [01:08:00] hard, sky is actually soft and pretty. Yeah. Which is really nice. , you can see there's just, , skyline, sky, surfers, sky, dragon. So there's just pages and pages.

Of these words. And so this, I love this website. Isn't it great? Okay. So that's one way to search, okay. sky Angel. Then you could also search the opposite way, which is, , sky or Asterisk Sky. Hmm. And then we're gonna get, okay, so this is what's happening. We're getting words like Husky whiskey, , Sandusky.

Oh my God. Ok. this is why I love my job. you never know what's gonna come up and there's always something that's X-rated for sure. Budinski when have you ever seen the word budinski in French? Right? In between, , Siberian Husky and Husky Macro sky. Okay. So what we're gonna do is we're gonna [01:09:00] do , asterisks, sky , asterisks.

So it's gonna break it out for us. Mm-hmm. . , then if we go alphabetically, yeah. So then we're gonna get words that, wait, let's just go to commonness again. Yeah. , the sky's the limit. So , this is a place you could find phrases too, blow something sky high, high is the sky.

touch the sky, vanilla sky, excuse me, while I miss the sky . so yeah, this is what you can do. So that's one place to play around with Skye. another, this is a subscription website, but I think you can get a free trial. It's called Phrase Worthy. And I helped develop this, as like a tester and a namer to make it easier for people.

So I type in the word sky and we're getting rhymes. Mm-hmm. , we're getting, , related forms. So that's where we're seeing, skylight, skyscrapers, skywriting, , [01:10:00] synonyms, ANMs idioms, popular pop culture references, , then neighboring words. So neighboring words is great if you're trying to. , , do some wordplay around it, , oh, , cloud, , moon, summer, , there's so many things with sky.

, then we're getting into two word phrases. , moonless sky, desert Sky. Then three word phrases. They're blue sky, , forward phrases. So you really get a lot there. Then there's this, it took me forever to discover this. I don't know why it was never pointed out to me. On the left side, there's a tab that's grayed out and it says, word, if I Uhhuh , you click on it.

It's gonna make up words for you. , oh, that's so cool. Isn't that so cool? So , not everything like sure coyote instead of coyote. Coyote. , who, it's not necessarily great, but , who would think of that, right? , I never in a million years would come up with that sky therapy [01:11:00] instead of hydrotherapy, , , cyclist instead of cyclist.

, this is like great for inventing names. , oh my gosh, I wish I had known about this a long time ago. Oh, that's so cool. But Joey, don't you think more and more people need to coin new words because everything's been trademarked? Oh my gosh. Especially if you're in certain industries. , if you've ever been to a micro brewery and you feel like you can't pronounce any of the names on tap, it's not just them being artsy and creative, it's because they have to do a pretty impressive job to come up with the name that no other brewery has used before for one of their drinks.

And , Man, , I would bet that if they knew about this, they're using it like crazy because this is so helpful, especially if you're in that type of an industry where you really do have to get creative because Yeah, the space is so saturated because so many words are taken, and I love how this is, creating a word, but still [01:12:00] allowing for that smile and not scratching your head ideally.

Yeah. I love this one. Skyjacker, like hijack, you know? Yes. Hijacker. Yeah. I wanted to use the word sky just because I knew it would have a ton of results. I mean, you can see this is just a mile long cause, and then another, this is, I'll show you one more. This is the best resource, , rhyme zone.

Okay. I used to only use it for rhymes. And when I created my online course, , I realized what a robust tool this is. So it's rhyme zone.com. I'm gonna type in the word sky, so I'm gonna get rhymes, one syllable, two syllable, three syllable and more. And , it's just super helpful , so you can find rhyme.

So I was naming a frozen yogurt store, and yo was a word that they wanted us to explore. So, I type in Yo and I got Jo [01:13:00] and I'm like, Jo yo, like that is the best name. Like Joe Blow, Jo Yo . And then , I came up with some other ones with Yo. , oh my gosh. Okay. So then I went down. two, three syllables.

Or two syllables, and I saw Chateau. I'm like, Chateau yo. Like that is such a fun name, right? Yeah. , so yeah, there is a lot you can do with rhymes. Rhyming names are really easy to remember because they're lyrical. So you think of like, GoPro or, , yummy tummy, like, and they're fun to say. Oh my gosh.

So in the rhyme zone you can also find, , synonyms. You can find phrases You can find related words. Oh, that's cool. Which is super helpful. So related words is something I discovered a couple years ago. There's a site called Related Words, but you can also find them here and wait, I'll just show you related words really quick.

So when you type in Sky unrelated word it's related [01:14:00] words.org, then you're seeing, , cloud Rainbow Horizon, , constellation. It's so helpful. Yeah. And this page, by the way, it looks like it's short, but if you scroll down past the ad, this is very long. Wow. Man that is so helpful.

Thank you. And again, I,, I wanna add that , even if you feel good about your name, now you can take that to the next level and plug that into websites like this and see, okay, how can I get more creative with, wordplay on my site or naming certain packages. It's just exactly, it really helps you elevate the brand.

Yeah, like wild blue yonder, right? it's not a phrase we think of very often, but we're all familiar with it. And that could be a package for somebody with the name, , sky in their name. So yeah, there's a lot you can do. So yeah, I definitely encourage people , to think of, wait, I'm gonna click back on here.

I'm gonna stop presenting. Okay. Yeah. Don't hit leave studio. , I can get this outta here. Okay, cool. , awesome. So yeah, [01:15:00] so those are some of my best. And, , yeah, hopefully everybody is inspired by those. So much value in this episode. Alexandra, I cannot thank you enough for going through your tips, going through, my own naming exercise I have now, I'm excited to, circle back to some of those, sometimes it can feel like there's just one name and you have to find it, and it really feels so much nicer when you get to a point where you're like, oh, no, there's a handful of, I can't go wrong names and I get to pick one.

Yeah. Unless we tell people the hardest thing. Working with us is trying to decide which one you like the best because we will get you something that clears trademarking and we'll get you a couple that clear trademarking for sure. Sure. And then it's just deciding which one, and we can help you. , we can look beyond the smile and scratch test.

And like with the frozen yogurt store, we had 40 names that when you do my course you go, you see all the names. And [01:16:00] when you read my book, you see some of the names. But then we drilled down on all of them and , we dug deeper. Like Is there any meaning on the urban dictionary? one of our names was like slang for heroin.

And so then we just, you will it look at will people buy the t-shirt? there's other things that we take into consideration and that's how we're able to drill it down and help you rank them. And so with the Frozen Yo Yogurt store, we ended up naming it Spoon Me and they're so good. A t-shirt, , shut up and spoon me their bumper sticker.

If you're driving this close, you might as well spoon me. , their bathrooms all had graffiti that were, , movie slogans with Spoon Me. , Rocky, yo Adrian, it was Yo, Adrian Let's Spoon or, , from Jerry McGuire, you had me at Spoon Me. , it's, that's amazing. Hello. , but that's where the customers were coming up to them and saying, oh, you should do this.

Yeah. And you then suddenly your name is much more than a name. It's an experience. [01:17:00] Yeah. can you imagine if you came up with that, you had me at Spoony and then it's in the bathroom and like people are like, oh, I did this. , it makes people feel good. I was presenting one time to some of my fellow authors and I was telling the Spoony story and a guy in my audience, so Spoony started in Utah and where there's a lot of Mormons and which is made the name even better and they loved it.

He was a little edgy, but they loved it. , the kids loved it cuz it was naughty. Mm-hmm. . And then the older people thought I was, spooning is very innocent when you have the . So Yeah. It was not controversial at all. It was cute. That's so one of my, fellow authors, had lived in Utah and he was going to school at B Y U and in Salt Lake City.

And he was friends with this girl, his name's Seth, Adam Smith. And he was friends with this girl named Kim. And he wanted to move her out of the friend zone and he didn't know how to do it. So he took her on a date to spoon me and she got the message. Amazing. And they've been married a very long time. [01:18:00] Oh, I love that.

And what I love is Seth wrote a blog post called Marriage is Not for You. it's all about how marriage is for the person you're married to. Mm. And millions of people have read his blog post. And I love that. I had just a teeny tiny bit to do with that. That's amazing. That's so amazing.

As you guys are seeing Alexander. legit claims to fame around all of this. She's definitely the person that, you wanna look to now, that you've gotten know, , and trust her. And , I'm very excited to be sharing her website, her book, , her services, if you really want this. And again, , I'm so thankful that you were willing to go through that exercise because I think not only going through the

exercise, but then showing us the certain websites that you don't really show other people, it makes it that much more helpful and I think achievable and possible for people.

So if you guys are feeling like you don't absolutely love your name, I don't wanna be that trademark attorney that's trying to talk you into protecting [01:19:00] something that you don't even love. So make sure that you go to Alexandra before, ideally you go , to me or any other trademark attorney, to make sure that what you're protecting is something that you really love or excited about and is making people smile and not scratch their head.

Thank you. And wait, I didn't talk about Lynette Po. I just wanna Oh yes, please share that story. So Lynette, she's a very fiery PR person. She's relentless. So we rebranded her fire talker PR with the tagline, hot on the press. She calls herself the fire chief. She works in the firehouse.

and, , her packages are like controlled burn, , fire starter. And then she has a theme song. And when you have a brand, you can have a theme song. So at Eat My Words, our theme song is Sugar. Sugar. And Lynette's theme song is Fire by the Ohio Players. And you see a speaker and it's super cheesy.

They have everybody, , okay, everybody stand up and do this. And yeah, it's like, oh my God, you're just cringing inside. So she [01:20:00] shows up and she like, cranks that fire, you know, and like people are on their feet and dancing, like she doesn't have to ask anybody to do anything.

People are just really into it. And like with me with , sugar, sometimes when I'm speaking, I'll have them play that song before I come out on stage and , like, sugar,, sugar by the Archie super boppy and fun and really smiley and happy and I just wanna get people in that mood.

So that's what you can do when you have a brand. You can really extend the legs and have fun, , fun with it. So good. Alexandra, I feel like I can't take up any your time. this is so great. Thank you for the stories. Thank you for the wisdom. Thank you for naming. I can't wait , to make some decisions here and celebrate with my team again.

, if you guys wanna reach out to Alexandra, I'm happy to make a connection, but we'll also make sure that there are links to her, stuff to her site and everything else. You can get in touch with her. Thanks again, Alexandra. My pleasure. That was fun. All right. Bye everybody. Bye.