

# NAMING BRIEF

## *1. What is being named?*

Write 1 or 2 simple sentences or bullet points describing the company or product you're naming.

## *2. Key concepts to communicate*

What do you want your business name to say about your company?

List a few important ideas and words to explore. These concepts will be a useful starting point when you're ready to start brainstorming business name ideas.



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## 3. Type of name

Do you want to create a specific type of name:  
Descriptive? Suggestive? Abstract?

Do you want to create your name from: Real Words? A made up word constructed from a recognizable root word? A completely invented word?

## 4. Key criteria

Is there anything you definitely want to include in your company name?

Or is there anything you want to avoid?

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## 5. *Tone*

Is your business playful? serious? whimsical? elegant?

Describe the personality of your brand and the tone you want to strike with your business name.

## 6. *Target customer*

Who are your customers? What appeals to them?

Is there anything you should avoid because it wouldn't resonate well with your target customers?



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## 7. *Competitors*

What are other companies that do the same or similar work called? Do you like or dislike their names? Why?

Pay attention to competitors in the area where you'll be doing business. Avoid duplication and try to uncover trends to see what's typical in your niche.

## 8. *Notes*

Use this spot to include any other relevant thoughts that come to mind.

