

How Do You Get The Name That Stands Out From The 5,000 Ads A Day We All See? *Transcript*

Naming has never been more important. Over the 22 years that I've been namer, It just gets more and more crucial to the life of your brand. It's not like the times in old Hollywood where we'd all be in a movie theater for two hours committed to the journey. Now we're on the Internet, we're surfing, we don't care. We are seeing 5000 ads a day we are professional delete meters. You've got to make people care with your brand name. You've got to instill an emotion in their heart and compel them to join your brand. And you got about five seconds. Take YouTube for example. They have ads in front of their videos. There are about 15 to 20 seconds long but they allow you to skip out after three to five seconds. Why do they do this? Because they don't want to skip out of YouTube altogether. They know they've only got three to five seconds to keep you. So do you with your brand. So, let's talk about how you can make your brand name compelling.

I am at the La Brea Tar Pits in Hollywood to talk to you about the history of naming. Did you know that in all of our exploration all over the globe in all of recorded history there has never been discovered a group of people that did not instinctually name everything in their environment in their home town and that did not weave those names into stories in order to survive and thrive? Imagine being the humans 1.8 million years ago 10000 years ago that lived with the woolly mammoth that is just behind me. I'm sure they came up with lots of names and stories in order to thrive.

So, what does this mean for you and your brand? Well it means that naming is in our DNA. And you have the unique opportunity to compel people to join your brand on a biological instinctual level in order for them to feel that they can survive and thrive.

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This is why I say a name is a call into being of a greater future. That is why the history of naming began: in order to survive, in order to have a greater future, in order to thrive. So, don't lose them at the name. Don't toss away this branding landmark and just use it to describe the stuff and the features or the one key benefit. Use it to compel them into a greater future. And you can do that by using the four attractions of every great name. We will go into that in just a minute. First let's talk about the three brand killing mistakes that entrepreneurs most make and how you can avoid them.

The three top mistakes I see entrepreneurs making again and again. One is not thinking big enough. You see great names work for you 24/7 and bad names that work against you 24/7. You need a name that thinks. Some extreme examples to help you remember this as are:

Seeing names that are offensive to an entire culture. Did you know that IKEA has a work bench called. Fartfull. I'm not kidding. It is in the United States written in English catalogue. Nobody told them. I don't know. The graphics designer, the writer, the copyeditors, somebody should've spoken up because the last thing that I want to be compelled to join is a workbench that makes me Fartfull. I can barely say it out loud. There are some other ones too. Sake means urine in Russian.

Waterpik means morning erection and Danish. I could on and on. Everybody knows about Nova Chevy Nova I no go. So, make sure that you use resources like freedict.com to check your meaning in other languages. Don't be gross. Don't offend an entire nation. Think Big. Think global.

Another mistake entrepreneurs make is being too insider. Having a name that only the top echelon of your ideal individuals would understand. So I'll give you an example. Instead of telling you about the top three mistakes entrepreneurs make a naming or the four attractions of a greater name. I started listing different top and techniques I use for naming like Schenectady, apology, alliteration, illusion, clipping, combinations, poetic, memetic. Right. You'd be thinking "what is she talking about?" You want to appeal to a big audience. Think big. So, when you are coming up with your name don't give us a little insider trendy sort of buzzword in your industry. Another reason is that trend is going to be so yesterday in a minute, in a heartbeat. Everybody's name everything blank Academy and that is going to be so of this time in five seconds. So, I would compel you to think bigger than the way everyone's thinking right now at this moment and using a buzzword.

Another mistake entrepreneurs make over and over again is being too vague. I think they're being compelled by SEO to name their company or product.

You know a search engine optimization type of name. One of my clients, who I love and adore, John Kurt. He came to me with a company called Dog Training Academy. And I explained to him this is like naming a sneaker rubber soled shoe.

You know it's not compelling it's not going to get me to join your brand. I already know that I am looking for a dog training product or service. Why you? So, we renamed his program Success Dogs. And it's a huge success. I encourage you to check that out if you are looking to train your dog because it's amazing. But Dog Training Academy is just, it's just vague, it's just there. It doesn't compel me at all. It doesn't engage my emotions at all.

You want a name that is engaging. So let's talk about how to do that. And that is there, it gets so much fun. You're going to love this. Let's go into the four attractions of every great name.

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