

4 Attractions Of A Great Name *Transcript*

So, how do you call into being a greater future with your name? You use the four attractions of every great name and I am currently standing beside one of L. A's great attractions. You can see over my shoulder the Griffith Observatory, which attracts millions of tourists and residents every year all day every day to come up and overlook the entire city and the beautiful inner-city park that is Griffith Park. And I've come here to talk to you about the four attractions of your name which are: emotion, wish fulfilled, memorable, a great balance of new but familiar. in motion. Wish FACIL memorable and great bounds of new but familiar. So, I'm going to go into each of those four attractions for you right now.

Emotion. You want your name to instill an emotion in the heart of everyone that sees it and you want it to be the emotion that they're most craving. So, Nike's tagline "just do it." The obstacle to buy yet another pair of hundred dollar sneakers is going to really use them or am I just going to sit on the couch and procrastinate? So, their tagline absolutely instills that emotion and that story of overcoming procrastination. Just do it. You want a name that instills an emotion because when we purchase anything we only do so emotionally. It's been proven in MRI scans actually that when you're making any decision it is the emotional center of the brain that's doing it for you. In fact, they put people under brain scans and had them look at brands and the same exact areas lit up as when they looked at pictures of their best friends and loved ones. This is the kind of bond that you can have with your ideal individuals when you use the attraction of emotion. So that is a big one. In fact that's the name of the game if I'm going to name it right now it's emotion. That's the name game. Get emotional.

Then there is the second attraction which is a wish fulfilled. So, every movie, every play, every book you've ever read, or seen, or shared with anyone there is a wish fulfilled and you get to fulfill a wish vicariously by watching the characters go through the paces. So too with your name. It should be a wish fulfilled. Best Buy is a wish fulfilled. Payless is a wish fulfilled right. I'm a mom. I got a tight budget. I've

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got you know a couple of kids and their shoes are only going to last them for a couple of months so I want to win by going to Payless and I'm the hero of that story. That's my wish fulfilled to pay less. Pretty succinct wish fulfillment name.

Then you want to be memorable. So, there are some tricks about being memorable. You want it to be easy to say, easy to pronounce. Now if you're dealing in the international audience you should think about that. You know Vs and Bs are hard for certain cultures. There is no J in Spanish so that can be difficult. That's something that you're going to choose. But I want you to choose it consciously. Verizon chose Verizon even though there's many different native speakers on Verizon and it didn't hurt them. It's also a beautiful name, but this is something that you should consider in order to increase your memorability.

And it should be easy to spell. I shouldn't have to guess at its spelling. So, if you have a name that you wanted, like many entrepreneurs, and find that it's taken because almost every dot com is taken, at least one words are taken. And then you try to name it that same name but you change the spelling every time you tell someone oh I'm at root cause dot com but I spell it with a k. They have to remember an extra thing and out it goes, they're not remembering it and that becomes your name but I spell it with a K whereas it would be much better if you said I'm at root cause because we get to the root of your tree problems. I don't know, I'm making that up right now.

But you know that would be a much more memorable way to introduce your dot com name. And then this is an advanced one, an advanced technique for being memorable. So, names like Google and Uber and Loo-Loo Lemon, Kinko's, Kit Kat. They are so fun to say. And why are they fun to say? It's deep. It's deeper than you think. It's because it's like baby talk goo-goo gaga, Google right. Uber, uber baba. Kit Kat, kikakikaka. And what happens when you're a baby and you start to make these sounds? You get love. It's always about love.

They just want love in this world and when you're a child and you started saying goo-goo Gaga mommy and daddy and everybody within earshot starts saying it back to you starts paying attention starts you know falling all over you and you know making a big deal and giving you attention and love. So, we love names that sound a little bit like baby talk. It's really fun to say and we all feel that we're getting love and attention by saying them. It feels good on a deep, deep level.

But if you don't want your name to sound like baby talk but you do want it to be highly memorable, go back to being emotional and think about how they're going to feel when they share that name. Does it make them feel like a hero for knowing it? Does it make them feel like part of a really cool club? Right like Tough Mudder. Right. This is a marathon race that you run through wires and under electric wires and over. You know I don't know it's really difficult to scale fences and stuff. I'm not their target market but the people who are man and they are proud to be Tough Mudder right. It's like I'ma talk tough. BEEP BEEP BEEP BEEP BEEP. So, they feel proud to say that name. So, it's fun to say.

And the fourth attraction is a new but familiar. And you want a balance of new but familiar. So, in every story someone new comes to the familiar town or someone leaves their familiar town to go somewhere new. New but familiar. That's an adventure. So, you want your brand name to be an adventure that people are excited about because it's new but they're not too afraid to go. They can anchor themselves in some kind of familiarity. Right. And that goes back to one of the mistakes that entrepreneurs make by naming something that's true insider to advance. That won't be familiar enough for the general population. You want to have a healthy balance of new but familiar. If it's too new I'm going to be afraid

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to go I'm going to think I don't belong there I don't understand what they're talking about. I'm not up for that yet. And if it's too familiar it's going to sound like dog training academy. It's just going to be a wash like what's so special about your dog training academy. Tell me that. I know that I want dog training already. I need to have healthy balance being new but familiar.

So when you're going over your list of names that you been pouring over and you are trying to decide what to call your brand. Ask yourself how it would score on all of those four attractions. Is it emotional? Is it a wish fulfilled? Is it memorable? Is it a healthy balance of new but familiar? And when you hit the bull's eye on that you found your name.

Well we're in my hometown of Hollywood California. So, I thought why not do a surprise bonus. I'm inspired by the sunset overlooking this beautiful town of mine. And I want to share it with you. So I thought why don't we talk about naming architecture. This is a question that I think every single client of mine has asked me. They're trying to decide if they want to launch their brand under their given name their personal name like Canon Wing or if they want to launch their brand under an umbrella brand name like Apple is the umbrella brand name. So, there are pros and cons to both.

The pro of naming it after yourself is celebrity branding. If you're like me and you live in Hollywood and you've got a television deal kind of always in the works then you might want to put forward your personal name like Canon Wing. If you have a celebrity status already, definitely you want to capitalize on that. That’s golden right. So, you could have, under your name, and then just have products under that.

So, what are the cons and the pros of having umbrella brand name the cost of having it under your name is that. It's always dollars for hours. They always want you. Right. If you own a beauty salon and it's named after you they don't want anybody else they want you. Same with your consulting firm. Right. They want to have you. If that's the brand name that's the brand value. If you want to license it, that can hinder you. If you want to sell it you probably aren't going to get out without five years or maybe three years where you have to work there to build up the brand towards its new identity with your name still attached. So, you're not as liquid and you don't have as many options.

I usually advise clients to have an umbrella and the brand name. Now this is unique to each person but unless you have celebrity status or you're going hard for celebrity status then you might want to consider protecting your brand with an umbrella brand. And the way that it's protected is if you have different products and one of them fails as we all have failures in our lives, that product line can just go away in essence and your umbrella brand stays. So if you have the umbrella brand Apple and Apple came out with something that fails I doubt it. But let's say they did it would just silently go away it wouldn't be called Apple. Right. It's not. I'm not buying an apple anything anymore. Buying an iPhone or iPad.

Well you know whatever else is next on the horizon I'm sure I'll get it. So this is a form of protection for you and your brand growth. Coca-Cola takes us to a whole new level. They own Fanta. Tabb. They even own naked juice. So, if one of those tanks, it’s not really Coke, it’s not publicized as Coke and then they can grow their own unique brand story. Imagine you open a can of Coke. Right. What are the red cans of Coke and aluminum. And it's green juice inside. That would not be good. You would send it back. You'd write a letter you know but you open a naked juice and it has green juice inside and you're so happy unique branding unique promise and then Coca-Cola has more growth opportunity by growing different

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brand names and having the umbrella brand even be a little bit secret it's not quite secret. But it's not publicized. That's brand protection.

So, this is a choice, a personal choice for you. I'm giving you the pros and cons. And the other thing is people ask me should I get dot com? Does it really matter because the name I want is taken? Can I just get a dot net or dot org or dot biz or …? No, dot com is still very much seen as the thing to have. It's like real estate right. You want to be in the good neighborhood Dotcom's good neighborhood. You want to sound like a legit business, dot com is the way to go. Unless you're in government than you can do dot gov or org. And if your favorite name is taken the concept is likely taken too. And it probably wasn't all that unique. So you can move on and go back to the four attractions of every great name and create new lists of names that you love.

And lastly another tip about naming architecture is check if your name is available on all the social media platforms. We'll go into those and the must have social media platforms in the social media episode. But a quick way to check is a name check. They don't spell the word check. They spell it C K. You see you have to explain how to spell this name every time I say it. Not the best naming choice for them I didn't name them by name check nameck dot com and can quickly check if your name is available on all the different social media platforms. So, I hope you enjoyed our little name architecture bonus. And up next are the do's and don'ts of brand names.

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