

The Dos And Don’ts Of Naming *Transcript*

The do's and don'ts of naming. Don't be vague but do have a clear brand promise. Don't just describe the stuff but do be emotional. We all make emotional decisions so be emotional in your naming. And don't be like everyone else using the buzz words that everyone else is using. Do be highly memorable. Easy to say, easy to spell, easy pronounce, and easy to share. Don't insult an entire country but do check the meaning of your names in other languages and other cultures.

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