

The Secret Power Of Naming *Transcript*

Many of you know, I have been a professional namer for 22 years. I think it's 23. I'm just not ready to say that yet. But I've been naming for a Fortune 500 companies and entrepreneurs alike and the products and services I've named have earned billions with the B all around the globe.

And I still get asked if names really matter. Even though there is an enormous amount of evidence of companies that had a product that tanked like Torro had a snow blower that they wanted to be geared towards women, single women, and they called it snow pup and it tanked So they changed the name to snow master. These women were already feeling like pups, like they couldn't master the snow in their driveway and all they did was change the name and the sales went up. That's just one of thousands of cases like that.

But let me give you my own best-case study. It's a personal story about how a name can really call into being a greater future. And that's the answer to the question What's in a name. It is a call into being of a greater future. So when you're naming your company or product. I want you to think about what greater future you want to call into being, not only for yourself and your company but for your ideal individuals who follow your brand and enter it as a home town again and again and hopefully take up permanent residency as brand loyalists.

So, I was actually flying from my hometown of Hollywood back to my childhood hometown. Albany New York. To do a very brave thing. Bringing my boyfriend home. To meet my entire family at Christmas time. The least stressful of all holidays and I got like I don't even know how many cousins like 17 or something. I'm Irish. We got a lot of babies in family.

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And somehow he managed to charm everybody. He even got a marriage proposal from my grandmother. So, we were on the flight back home to Los Angeles and he started to feel really faint. First you're making jokes about it. Like all the sweet talk you were doing. You know it's all my grandma's candies you were eating, things like that. But it got really serious really fast and we took him to the hospital. And you in like, it seemed like a lifetime but it was probably an hour, seemed like a lifetime but it was probably an hour. This E.R. doctor comes strutting in to our little room. Basically, a little bed with curtain around it, and he says “oh dude no one told you? You got cancer.” And it was like the earth cracked. And I just went in slow motion faint to the ground. And I heard these muffled echoed sounds the doctors saying, “stage five, it’s everywhere.”

When I came up my boyfriend said, “Did I go through this life invisible?” And this question just ripped me in half. I had no answer. Here I am a writer, a namer, and I had nothing. Just dumbfounded. But it was like a seed that ruined me because I don't want him to go through this life invisible. I don't want to go this life invisible and I don't want you to go with this life invisible.

So, when he started to have chemo, he went from this like Greek god looking guy. You know. He was just off the runway in Paris and Milan. And he just shrunk down before my eyes. Started to look like this crumpled piece of paper. He started to go invisible. I stood watch. This was my strength. I slept sitting up. Sometimes my head caught between the like Rails of the bed. I’d lie on the floor on the outside of the ICU. He was in and out of the ICU constantly. So, when his brain started to hemorrhage because the tumors burst and it started to flood into his neck and choke him, I was the one who called the code blue. And all the doctors came rushing in and nobody looked at him. They looked right through him. They looked right to the equipment. I was looking at him and was saying “you've got to fight now. You've got to fight to save your life. You got to stay in your body.” And he was promising me this like in and out of consciousness. I promise I promise. And the last thing he said was. I love you. And the last gesture he did as they wheeled him into routine surgery was. I promise. And I said to the doctor, “you save his life.”. Because I knew I had to break through. He just woken up, it’s midnight he'd rush over to the hospital and I had to wake him up into the reality that the person I love life is in his hands.

So when he came of 12 hours of brain surgery. And I stood watch still as he came out of the coma after three days. The doctors they called me out of his room.

And they handed me his life sentence and they named him. They named him handicapped for life. Blinded for life. Epileptic for life. And you know, they looked right through us. Has anyone ever tried to name me less than make you small. They look right through you. It is like you are going through this life invisible and that's the feeling that I had. And I said, “no. I forbid you from calling him that and if you do, you are fired. That is the miracle man and that is the name you will call him.” They said, “well there's no medical evidence of anyone recovering after you know such a trauma as this.” I said, “how can there be? There's nothing to measure the will power in that man's heart or the love in my heart. Is there?”

The power of a good question. All they could say “no.” That's all I needed. And I turned my love, who was completely unaware half paralyzed smiling half his face. And I ran over to him and I say “baby. They said you're going to get it all back. They said you are the miracle man!” And that’s what he did. He got it all back. He can drive. He can hike. He can white water raft. We’ve been whitewater rafting down the Ganges and the Colorado River.

And this is the secret of power of naming. And this is the power that I want to give to you for your dream company and your dream brand. Is to call into being a greater future

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