

10 Secrets For Naming Your Company Or Product

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Are you developing a new service or feature? Building a component? Launching a product? Spinning off or acquiring a company? Maybe you've built a better mousetrap. Are creating a doodad, a doohickey, a gadget, a gizmo, a widget. Or some type of contraption... You need to name it. And you want a name that positions you aggressively in the marketplace. A name that differentiates you from the competition. A name that your partners, investors and customers will remember. As Reis and Trout say in their classic book POSITIONING, you need "a name that occupies a specific place in the mind of your consumer." Naming takes work, patience and a little magic. To create a powerful company name, you need to articulate what it is your company does and what it stands for. You need to understand your competitors' naming conventions. And you need to reach deep into your subconscious to pull out a name that will resonate with your market. 10 Secrets to Company & Product Naming: Standing Out from the Competition gives you secrets that will help you: - Realize why a name is more than a name - Decide what you want your name to do - Create a name that tells a story - Find your competitive naming "sweet spot" - Find inspiration where others don't (or won't) - Get past the most obvious names - Create a system to help you track trademark, URL and the Google-ability of each name candidate - Test your name in the context it will be used, the context your customers will experience your name - Decide when to use a tagline or modifier - Learn from those who got it right ... and wrong Using this easy guide, you'll be able to articulate what your company does, examine the competition and look for gaps in the marketplace so that you can stand out with a name that and come up with a name that works for you. Written by naming veterans, John Garrison and Karl Schmieder of MessagingLab, 10 Secrets to Company & Product Naming: Standing Out from the Competition gives you the tools you need to name your company right now. Over the years, we have created names for companies like Conde Nast, Logitech, Fox Television, Openwave, ESPN, Yahoo! and many others. Now, in 10 Secrets to Company & Product Naming: Standing Out from the Competition, we reveal our top naming secrets used to help our clients send their reeling. But you won't pay thousands ... or \$1,000 ... or even \$100 to access MessagingLab's best thinking. You'll invest just 9.95 to profit from our new program. That's a fraction of what we charge for

even 15 minutes of our time. And that's what it costs you ONLY if our secrets work for you. If they don't, the cost is zero. Zip. Zilch. Nada. Try it risk-free for 90 days. If, after reviewing The 10 Secrets to Naming a Company or Product that Will Help You Create a Kick-Ass Name you are dissatisfied for any reason... just email us and we will give you a full product refund - no questions asked. That way you risk nothing. So, what are you waiting for? In 90 days, you could be no closer to a great company name than you are right now. Or, you could be on your way to distinguishing yourself from your competitors with a name that will. It's up to you. To order 10 Secrets to Company & Product Naming: Standing Out from the Competition on a risk-free trial basis, click the Buy Now button above. Very sincerely, John Garrison and Karl Schmieder

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