

"Naming Your Product"

Part I:

Set a timer for 20 minutes and write down all names that come to mind. As always in brainstorming, if you think it you have to write it down. No judgments, censorship or filtering. Expect that there will be "dry periods" where you'll feel like "nothing's coming anymore". Sit through them. Your best ideas will often come after you have written down 20 ideas or more.

(Imagine it like opening a faucet after it hasn't been used for a year. At first, you'll be all the getting air and stale water that has accumulated in the pipe. And only once you have flushed all that out you'll get to the water that is fresh and clear. And with ideas it is exactly the same: At first you'll get the stuff from the surface that everybody would think of. Then, for a while you'll get nothing at all. And only after you've sat through that you'll get to the source where real creativity happens.)

Print multiple copies of page 2 if necessary, or use the flipside of the sheet if you run out of space.

Worksheet #10

Part II:

Go through all the names that you brainstormed and highlight those that either jump out at you (where you say, "Yeah, that's it!" OR that contain two or more of the following five elements...

| ELEMENT | EXAMPLE |
|-------------------------------------|----------------------------|
| Alliteration | "Bed Bath And Beyond" |
| Rhyme | "Coca Cola" |
| Outcome | "Instant Sales Letters" |
| Specificity (Outcome and Effort) | "3 Dates A Week" |
| Paradox | "Zen Presentation Secrets" |