

NAME

YOUR

BIZ/BLOG

*the***WORKBOOK**



WWW.WEAREKEMY.COM

N A M E Y O U R B I Z / B L O G

the workbook

Let's face it, the biggest problem most of us face when starting a brand is the naming process. It just feels so permanent and official that it weighs frustration and pressure to pick the right one. Not to worry, those screaming days are over, I have created this nifty worksheet to guide you and help you brainstorm the perfect snazzy name for your brand.

1. WHAT DOES YOUR BRAND DO?

What is the purpose of your biz/blog? What is your mission for it? What do you hope to achieve?

2. WHO IS YOUR AUDIENCE?

Who are you selling or bloggin to? Who are they and what do they love to do? What value does your business give to your target market?

3. DESCRIBE THE TONE/MOOD FOR YOUR BRAND.

Are you quirky and happy, are you more modern and informative? What do you want your audience to feel when they visit your site?

4. WHAT ARE SOME NAMES YOU ALREADY LOVE?

It can be your competitors name, a cool blog you love, international brands. Write down names that speak to you.



5. WRITE DOWN ALL WORDS THAT COME TO MIND. GO CRAZY HERE!

Jot down all words that you associate with your brand then think about what words you identify with personally.

6. PICK YOUR TOP 5 WORDS FROM ABOVE, GRAB A THESAURUS AND GET CRAKIN'!

Pick the 5 words that jump out at you that you feel strongly about, find similar words in a thesaurus and write them down below.

keyword one

keyword two

keyword three

keyword four

keyword five

7. NOW START MIXING SOME WORDS.

*Start mixing and matching and see what feels like a good fit. Add words like *The, A,* or use different tenses to mix it up.*

8. YOUR TOP COMBINATIONS

Write your favorite combinations and go with your gut! Pick what feels right for you.

name option 1

name option 2

name option 3

AND THE WINNER IS....

my new business name



N A M E R E V I E W

the checklist

Alright, you made it! You got your brand name! Now just to be sure, I added this final checklist to see if your name is meeting your overall goals and so you can rest assured it is going to kick-ass!

- Does it represent your brand and what you do?
- Is the domain name available?
- Does it match the tone and mood of your content?
- Is it easy to remember?
- Is it easy to spell and pronounce?
- Can you use it on social media or is the name too long?
- Is it memorable/iconic enough for people to recognize?
- Will your audience respond to it?
- It does not resemble any other company name out there.
- Is your gut happy with it?
- Do all signs point to yes?

If you checked yes, then congratulations! You have a new snazzy brand name ready for you to go kick-ass with your awesome business. Now do a little celebratory dance, no one's judging!



W A S T H I S H E L P F U L ?



Oh hey there!

Let me introduce myself! My name is Emmy Jones, I'm a designer, letterer and all around Disney lover. I am also co-founder of a business on a tiny corner of the Internet called WeAreKemy :) Thank you for joining our Library! We love creating freebies for you, I hope this was helpful and that you are one step closer to making your biz stronger. Cheers!

-Em

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SAY YES AND YOU'LL FIGURE IT OUT AFTERWARD.

-TINA FEY