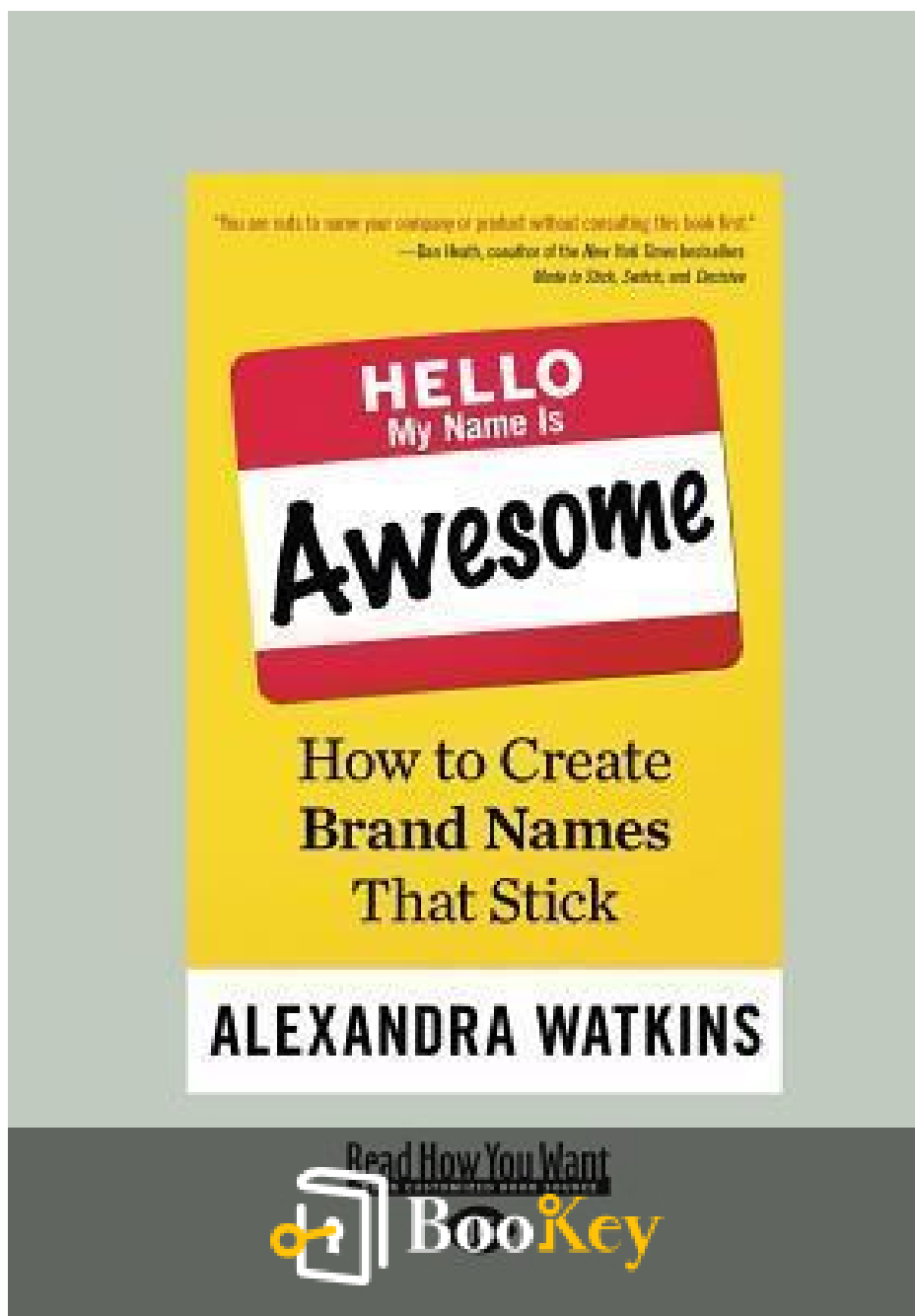


Hello, My Name Is Awesome PDF (Limited Copy)

Alexandra Watkins



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Hello, My Name Is Awesome Summary

Crafting Memorable Brand Names with Ease.

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About the book

In a world where first impressions matter more than ever, "Hello, My Name Is Awesome" by Alexandra Watkins unveils the transformative power of a captivating name—a name that not only identifies but also intrigues and resonates. With wit and insight, Watkins leads readers through the process of crafting memorable business names that are not only marketable but also convey personality and purpose. Through compelling anecdotes and practical strategies, this book encourages entrepreneurs and innovators to embrace creativity and authenticity, ultimately guiding them to stand out in a crowded marketplace. Join the journey to unlock the potential of your brand's name, and discover why the right name can be a game-changer for your business.

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About the author

Alexandra Watkins is an innovative branding expert and the founder of the successful naming agency Eat My Words, where she combines her passion for creativity with a keen understanding of market dynamics to help businesses develop memorable and impactful names. With a background in advertising and over two decades of experience in the industry, Watkins has worked with a diverse range of clients, from startups to Fortune 500 companies, refining the art of naming products and companies to ensure they resonate with consumers. In her book "Hello, My Name Is Awesome," she shares her unique insights and practical strategies for crafting compelling names that stand out in a crowded marketplace, making her an influential voice in the world of branding.

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Chapter 1 Summary: 1 SMILE: The 5 Qualities of a Super-Sticky Name

In the first chapter of "Hello, My Name Is Awesome," Alexandra Watkins introduces the concept of a "super-sticky" name through the acronym SMILE, outlining the five essential qualities that make a name memorable and endearing to consumers. These qualities not only draw us in but also create a sense of trust and connection with a brand.

1. **Suggestive:** A great name should evoke something about the brand without being overly descriptive. For example, the name "Amazon" suggests vastness, aligning well with the company's expansive product offerings. Creative names often draw from metaphors, capturing the essence of the brand in a clever way, like "Groupon" or "Pictionary." When brainstorming names, it's valuable to reflect on the brand's personality traits to find suggestive terms that resonate with potential customers.

2. **Meaningful:** Instead of merely appealing to the brand owner, a name must resonate with the audience. Names like "Recology," which merges recycling and ecology, convey an impactful message that aligns with customer values. It's essential to avoid using personal names, particularly in service industries, as they may not communicate anything significant about the brand's identity or values. A longer, more meaningful name can be more memorable than a short, vague one.

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3. **Imagery:** A name should invoke vivid mental pictures that aid retention. Names like "Timberland" conjure images of nature and adventure, making them easier to remember. Using evocative imagery in brand names can help establish a strong visual connection, ensuring customers recall the name long after they've first encountered it.

4. **Legs:** This quality reflects the potential for a name to extend into various marketing themes and sub-brands, providing a foundation for inventive creativity. Much like "Firetalker PR," which utilizes a fiery theme throughout branding elements, a strong name can inspire diverse marketing materials, allowing for both continuity and creativity in brand storytelling.

5. **Emotional:** A name that elicits an emotional reaction can significantly influence purchasing decisions. Names like "Fat Bastard" for a wine brand tap into feelings of humor and joy, thus making a lasting impression. Changing a name to something more engaging, as seen with Hotel Vitale's wedding service names, can lead to measurable increases in business by tapping into the emotional landscape of potential customers.

The chapter concludes by emphasizing that a well-crafted name has the potential not only to attract customers but also to become a source of pride and merchandise that people will want to share. The right name can transform an ordinary product, making it memorable and effective in

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fostering brand loyalty, lending gravity to the adage that a name indeed carries weight.

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Critical Thinking

Key Point: Be Meaningful: The Importance of Resonance in Your Name

Critical Interpretation: Imagine you're embarking on a new venture or project, and suddenly you're inspired to create a name that truly resonates with your audience. By embracing the principle of being meaningful, you unlock the power to forge genuine connections. Picture your name capturing the essence of what you stand for, aligning with the values and aspirations of those you wish to serve. This transformative process goes beyond mere branding; it becomes a reflective journey where you tap into what matters most to both you and your audience. In doing so, you not only enhance memorability but also create a shared sense of purpose, inviting others to join you on your mission. A name that speaks to the heart can be the catalyst for a more engaged community, reminding you that authenticity in your identity can inspire loyalty and shared experiences.

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Chapter 2 Summary: 2 SCRATCH: The 7 Deadly Sins

In Chapter 2 of “Hello, My Name Is Awesome,” Alexandra Watkins elaborates on the critical principles of naming, introducing the concept of SCRATCH, which consists of the seven deadly sins to avoid when selecting a brand name. Each trait outlined in this chapter emphasizes the importance of clarity, creativity, and relatability in a brand's identity.

1. **Spelling Challenged:** A name should be intuitive to spell and pronounce. If potential customers find themselves confused or frustrated when spelling your brand, it detracts from its value. Creative spellings can often appear lazy or unprofessional. Watkins highlights examples such as "Speesees," a misspelled name for an organic baby clothing company that ultimately hindered its success. Avoid numbers, unconventional spellings, and name combinations that confuse even voice recognition software.
2. **Copycat:** Names that closely resemble competitors can hurt your reputation, suggesting a lack of originality. Copycat names can lead to customer confusion and potential legal troubles due to trademark infringement. Watkins illustrates this point with the proliferation of names imitating the successful "Pinkberry." To build a solid identity, originality is imperative to differentiate your brand and avoiding clichéd thematic trends.
3. **Restrictive:** A business name must be adaptable to growth and



expansion. A name that pigeonholes a company can stunt its evolution over time, as seen with "Canadian Tire," which expanded its offerings beyond tires but struggled with brand recognition. Use broader terms that allow flexibility and future aspirations.

4. **Annoying:** A name shouldn't frustrate customers with overly complex or contrived constructions. Unnatural combinations or trendy suffixes often sound forced and can deter interest. Watkins warns against names that take phonetic liberties or violate grammar rules, as they can alienate audiences and damage brand perception.

5. **Tame:** Descriptive names can be uninspiring and dull. Creative, engaging names captivate attention and evoke curiosity, whereas tame names fail to leave a memorable impression. For example, the tech industry is rife with bland "Cloud" names that do little to differentiate services or products.

6. **Curse of Knowledge:** Brand creators notoriously have an insider bias that can obscure the clarity needed for general audiences. Names laden with jargon or industry-specific terminology can alienate potential customers who lack that insider knowledge. Ensuring your name resonates with the intended audience is vital for effective communication.

7. **Hard to Pronounce:** A name that is challenging to pronounce can

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create barriers for customers. Brands should favor names that have a straightforward phonetic pronunciation, avoiding convoluted spellings or linguistic gymnastics. Unclear pronunciation not only frustrates but could also lead consumers to abandon their engagement with the brand.

Overall, Watkins emphasizes the balance of creativity and pragmatism in naming, urging brand creators to select names that are intuitive, unique, and accommodating to growth. By avoiding the seven deadly sins encapsulated in SCRATCH, businesses can better position themselves for success.

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Critical Thinking

Key Point: The Power of Clarity in Naming

Critical Interpretation: Imagine you're launching your dream business, and the name pops into your head. It feels perfect, but wait—how do you spell it again? If that thought ever crosses your mind, it's time to reconsider. In Chapter 2 of 'Hello, My Name Is Awesome,' Watkins stresses the importance of clarity, a point that can profoundly impact every aspect of your life. Just as a brand should be easy to understand and pronounce, so too should your personal goals and aspirations be clear. By choosing names, ideas, or even relationships that are straightforward and relatable, you eliminate confusion and enhance connection. Avoid the pitfalls of being 'Spelling Challenged'—communicate effectively to thrive, whether you're presenting yourself to new acquaintances or embarking on that exciting journey of self-discovery. Allow clarity to guide you, paving the way for authenticity, creativity, and success.

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Chapter 3: 3 Domains: Strategies, Secrets, and Silliness

In the quest for an ideal domain name, many entrepreneurs fall into the trap of desperation, resulting in odd or even embarrassing choices. An example is Grammarly, which adapted its name and chose the domain `www.grammar.ly`, mistakenly utilizing Libya's country code for a company focused on grammar. This reflects a broader issue: the need for clarity over trendy but unclear domain names, an area where engineers often fall short in naming conventions.

While many successful companies like Facebook and Square began with less-than-perfect domain names, they eventually secured desirable domains, illustrating that having a strong brand name often takes precedence over initial domain availability. People commonly overlook this as they assume a direct correlation between domain names and the success of a business. Realistically, consumers frequently rely on search engines rather than remembering specific URLs, meaning the domain name can be less crucial than it seems.

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Chapter 4 Summary: 4 Creative Brief: Your Brand Name Road Map

In Chapter 4 of "Hello, My Name Is Awesome," Alexandra Watkins emphasizes the vital role of a creative brief in the process of naming a brand. This brief serves as a roadmap that outlines essential elements, ensuring that creativity flourishes within a structured context. It includes a detailed exploration of the company's history, target audience, consumer insights, brand positioning, competitors' names, and specific words to explore or avoid. Although creating this brief may take several days, its benefits are profound, providing clarity and direction that greatly enhance the naming process.

Watkins insists on the importance of the creative brief in defining what the brand is and what the desired name should communicate. The brief is particularly crucial in keeping the focus sharp and ensuring that the chosen name aligns with the overall strategy. One should remember that, despite a lengthy brief, the name itself will typically comprise just one to three words, necessitating precision and impact.

To illustrate a practical example, the chapter features a sample creative brief tailored for a fictitious client, Cartwheel Kitchens, a brand focused on healthy snacks for children. This includes a clear goal of developing a name that resonates with health-conscious parents while appealing to children

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through fun and flavorful options. The positioning in the marketplace is defined as a go-to choice for mothers seeking nutritious snacks that their kids will enjoy.

The brief highlights essential consumer insights, revealing the behavioral tendencies of both parents and children. For instance, although there is a growing acceptance of healthier snacks in social contexts, children still tend to avoid items that appear "healthy." The target audience is specified, involving moms aged 25 to 45 and children aged 4 to 12, thus framing the naming process with specific demographics in mind.

The importance of understanding competitors is also emphasized.

Identifying existing competitors helps ensure that the new name stands out and avoids potential trademark issues. The desired brand experiences are articulated in emotional expressions—both for mothers and children—fostering a connection that the name must evoke.

The chapter outlines several adjectives that represent the brand's personality, emphasizing a fun, approachable demeanor, which is essential in attracting the target demographic. Additionally, it suggests exploring thematic words and avoiding clichés or overused elements commonly found in the market.

Moreover, Watkins advises on domain name strategies, listing modifiers that may assist in securing an online presence that aligns with the new brand

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name. Preferences regarding naming styles are encouraged, providing insights into what resonates—both positively and negatively—with the collective team involved in the naming process.

Finally, the chapter stresses the significance of testing the new name for clarity and relevance in practical usage, ensuring that it communicates the essence of the brand in everyday language. By adhering to this structured approach, teams can better generate names that encapsulate their brand's mission and values, leading to successful brand recognition and engagement.

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Critical Thinking

Key Point: The Importance of a Creative Brief in Branding

Critical Interpretation: Imagine embarking on a journey without a map; you might end up lost or wandering aimlessly. In your life, just as the creative brief serves as a crucial roadmap for naming a brand, embracing the essence of creating your own personal 'brief' can steer you towards clarity and purpose. By outlining your goals, values, and the audience you wish to connect with, you forge a clearer path not just in branding, but in every endeavor you pursue. This structured approach empowers you to filter out distractions, identify what truly resonates with your aspirations, and ensure that every step you take aligns with your broader vision. Like choosing the perfect name, every decision counts and should reflect your unique identity, ultimately leading you to a fulfilling and authentic life.

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Chapter 5 Summary: 5 Brainstorming: How to Be an Idea Machine

In Chapter 5 of "Hello, My Name Is Awesome," Alexandra Watkins presents an engaging and effective approach to brainstorming names, guided by her extensive experience as an advertising copywriter and namer. The chapter emphasizes the importance of environment and methodology in generating creative ideas, challenging conventional brainstorming practices.

The typical brainstorming meeting, characterized by uninspiring settings and dominant personalities, often leads to mediocre outcomes. Extroverted individuals tend to monopolize the idea-sharing process, while introverts may remain silent. Consequently, a selection is often made based on the suggestion that faces the least resistance rather than the best fit. Similarly, informal gatherings with friends do not yield productive results as creativity does not arise from whimsical games or casual conversations.

Instead, Watkins advocates for an introspective approach to brainstorming: focusing on oneself, ideally in front of a computer with the Internet as a powerful tool. This method facilitates unexpected discoveries and inspiration significant for naming. She reinforces the notion that creativity thrives in a personal, unfiltered environment where one can explore freely without judgment.

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To enrich the brainstorming process and optimize creativity, Watkins outlines three fundamental principles. First, one should open the mind to a myriad of concepts. By allowing free thought and exploring diverse perspectives, one can generate innovative connections that might not be apparent from a conventional standpoint. This process encourages imaginative expansion and the breaking of mental barriers.

The second principle involves the vital task of documenting all ideas, no matter how trivial they may seem at the moment. Writing ideas down creates a foundation to build upon; categorizing them into three groups—Spot On, Maybe, and Sparks—enables others to refine and develop the initial concepts into more substantial suggestions.

Thirdly, having a detailed creative brief handy is essential. This background information acts like an ingredient list for naming, enhancing clarity in the brainstorming process by ensuring that ideas align with the brand's goals and personality.

Watkins then elaborates on her systematic brainstorming technique through a case study aimed at naming a healthy frozen yogurt franchise. She emphasizes the creation of a comprehensive creative brief that outlines target audience, brand personality, consumer insights, and specific words to avoid. The importance of generating a shortlist of pertinent words associated with the brand experience serves as the initial step to ideation.

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The chapter provides a wealth of online resources to inspire creativity. Engaging with a thesaurus can unearth synonyms and unexpected associations with chosen words. Furthermore, visual searches help conjure ideas by revealing situations and themes linked to the concept being named. An exploration of glossaries captures the unique jargon and vernacular of relevant niches, revealing terms rich with potential.

Other techniques, like utilizing dictionaries, can provide idiomatic and metaphorical expressions that resonate well with the target audience. Clichés often prove to inspire clever and memorable names too. Watkins encourages a thorough search for ideas while openly brainstorming with various phrases, images, and cultural references.

In a practical demonstration, she illustrates how to develop name ideas through an array of techniques applied to the case of naming a frozen yogurt store. This iterative process culminates in the discovery of the name “Spoon Me,” which encapsulates the brand’s fun and youthful personality. Beyond simply being a catchy name, this selection facilitates a playful interaction with the community and opens doors for clever marketing strategies.

Overall, Watkins advocates for a dynamic and engaging approach to brainstorming, moving away from stale corporate practices and toward a more personal, fearless exploration of ideas. By implementing her structured

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yet flexible method, anyone can become an idea machine, generating a myriad of creative name options that stand out in the marketplace.

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Chapter 6: 6 Name Review: 12 Rules for Building Consensus

In this chapter of "Hello, My Name Is Awesome," Alexandra Watkins outlines a comprehensive approach to name reviews, emphasizing the importance of fostering consensus among decision-makers through twelve strategic rules. Implementing these guidelines not only streamlines the name selection process but also enhances the likelihood of uncovering a standout name in collaborative settings.

Firstly, she recommends that decision-makers review names independently at the outset. This approach cultivates an environment where team members can express their honest opinions without the fear of group dynamics influencing their preferences. By prioritizing individual feedback, you ensure that all unique perspectives are captured, leading to a richer discussion later.

Importantly, Watkins stresses that the fundamental question during the review should not be about personal preference, but rather about the name's

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Alex Walk

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Chapter 7 Summary: 7 Name Changes: Pros and Cons

Chapter 7 of "Hello, My Name Is Awesome" by Alexandra Watkins delves into the considerations around changing a business name, highlighting the various pros and cons associated with such a decision.

The notion of changing a name can be a compelling consideration for business owners seeking a fresh identity. One common worry is the potential loss of recognition, particularly if customers are accustomed to the current name. However, today's digital landscape, with tools like email, website redirects, and social media, makes this transition manageable. For instance, Lynette Hoy, a public relations expert, shifted from her name, "Lynette Hoy PR," to "Firetalker PR" and expressed regret only for not making the change sooner, illustrating that it's often never too late to rebrand.

Changing your name offers several advantages:

1. **Brand Refresh:** A new name can revitalise the entire brand, attracting new interest.
2. **Time Efficiency:** An easier name means less time spent explaining or apologizing for difficult pronunciations.
3. **Customer Engagement:** A name change provides an excellent opportunity to reconnect with both past and current customers, updating them about the new brand identity.

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4. **Future Growth:** Most business owners have more years ahead than behind, making a timely change arguably more beneficial.

5. **Reaching New Audiences:** Many prospective customers will know only the new name, effectively creating a fresh perception while the old name fades.

On the flip side, there are challenges associated with changing a name:

1. **Emotional Attachment:** Years of connection to a particular name can be hard to overcome.

2. **Internal Organization Buy-In:** Ensuring everyone within the business supports the name change may require effort and negotiation.

3. **Feelings of Originators:** The original creator of the name could feel hurt or disrespected by the change.

4. **Cost:** New materials, signage, and marketing collateral can be a financial burden.

5. **Loss Recognition:** Acknowledging that the previous name fell short might be difficult.

6. **Tattoos:** On a lighter note, one might have to consider the permanence of a name made ink.

Watkins illustrates the impact of strategic name changes with successful case studies, such as the transformation of "Rhythmic Concepts Inc." into "Living Jazz," and "Peach Direct" evolving into "Venue," highlighting names that

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better resonate with their target audiences.

The chapter also emphasizes the importance of trademarking. Conducting thorough trademark screenings is vital to protect a new name, ensuring that it does not conflict with existing brands. Failing to secure a trademark can lead to significant complications, including loss of the name due to potential legal disputes.

Watkins encourages DIY trademark searches utilizing resources like Google and trademark databases, suggesting that initial screenings can save time and money before seeking professional services. She recommends engaging with screening services like Tessera Trademark Screening for comprehensive assessments before consulting an attorney for full clearance.

Furthermore, she highlights the susceptibility of well-known brand names to "genericide," where a trademark becomes synonymous with the product itself, losing its protectable status. To avert this, companies must vigilantly educate the public on proper usage and trademark guidelines.

The chapter closes with the significance of professional logo and identity design. A cohesive visual identity elevates a brand's credibility and resonates with customers, making it crucial not to compromise on quality during the design process.

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1. **Pros of Changing Your Name** Enhanced brand perception, engagement opportunities, easier communication, future growth.
2. **Cons of Changing Your Name** Emotional resistance, internal opposition, financial costs, the implication of past failures.
3. **Trademark Importance** Protecting names through screenings and avoiding genericide is critical for brand longevity.
4. **Visual Identity**: Professional design plays a key role in establishing credibility and recognition in the marketplace.

This chapter effectively guides readers through the complex landscape of brand name changes, advocating for thoughtful consideration, strategic planning, and the importance of professional insight in branding decisions.

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