

## Setting the Criteria

It is important that you start your naming process with four to five basic criteria in mind. To do this, I recommend that you generate a list of many possible criteria and then sort these down to a manageable group.

You will do this by starting with a list of wishes for what you would like the name to do for you.

Occasionally, my clients will have trouble with wishing for things. The taboo started early in our culture:

***Nothing is easier than self-deceit. For what each man wishes, that he also believes to be true.***

***Demosthenes, 384–322 BC***

However, wishing is an American thing after all, a land where dreams can come true. If our forefathers had studied Demosthenes, they might never have crossed a continent. Please do not mistake my desire to have you express your dreams and wishes as just a fancy. Before you set out on action, dream or not, there must be adequate evaluation and preparation... and besides that, we all had a fairy godmother who taught us that wishing is okay. So wish.

I wish the name would say what MNGT is to me.

I wish it would fit the fun/sophisticated image we have for our company.

I wish it were a name people would want to know more about.

If wishing doesn't quite work, try the phrase "how to":

How to put a great deal of meaning into five to eight letters.

How to make the name something that hits you on several levels.

Keep in mind these criteria (they are commonly used in naming and have proven value):

1. I wish the name would help differentiate the product/service from others like it.
2. I wish the name would be compatible with product/service and its presentation (packaging).
3. I wish the name would describe the product/service.
4. I wish the name would describe the product/service function.
5. I wish the name would describe the product/service end user benefit.
6. I wish the name would be memorable and easy to pronounce.
7. I wish the name would be short.
8. I wish the name would be meaningful to the end user.
9. I wish the name would associate well on the emotional level.
10. I wish for a name we can own.

The \$58,000 price tag for the naming process you were considering starts to sound pretty good after going through that list.

Actually, it is the rare name that can hit even a portion of the nine wishes above. You do need to be aware of them because, the more of this work you can do through the clever use of naming, the less you will need to do with positioning and advertising. No matter what you spend on naming, the advertising will cost more.

## Your Turn:

**What kind of name are you wishing for?**

---

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

18. \_\_\_\_\_

20. \_\_\_\_\_

You need more ideas, ask around. The rule here is to write down every idea you get whether you like it or not. Don't be bashful... use the phone.

21. \_\_\_\_\_

22. \_\_\_\_\_

23. \_\_\_\_\_

24. \_\_\_\_\_

25. \_\_\_\_\_

26. \_\_\_\_\_

27. \_\_\_\_\_

28. \_\_\_\_\_

29. \_\_\_\_\_

---

---

30. 

---

---

31. 

---

---

32. 

---

---

33. 

---

---

34. 

---

---

35. 

---

---

36. 

---

---

37. 

---

---

38. 

---

---

39. 

---

---

40. 

---

---

---

Add a sheet if necessary

## Criteria Selection

Your next step is choosing among these pieces.

Steps in Choosing:

1. Go through the lists of possible criteria and check the ones that you value the most.
2. Take an extended break and do it again.
  - Try to avoid clustering ideas into categories too much; keep them relatively independent. Create new or paraphrased headlines for a few ideas that seem to fit together.
3. List the criteria you select. A space for this is provided below. Note: There is no right number that you should try to achieve at this moment.
4. Assign an order of priority for further work. This is not weighting. The priority is not cast in stone. It may change after the naming process but it should be solid enough to give you direction for starting your naming process.

### Example: My selections for MNGT

#	Name	Score
1	Meaningful to myself and others	5
2	Fit an image of fun and sophistication	4
3	Robust/could be used with other names	2
4	Open for trademark in the world of structured problem solving	3
5	Positive personal reaction (gut reaction)	5

**Listing Selections**

#	Beginning Ideas	Priority (5=high, 1=low)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

**Notes**

---



---



---



---



---



---

