

How to Create a Name for Just About Anything

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How to Create a Name for Just About Anything

by Nate Hoffelder

A great name can make or break a product, service or company. Too bland and people will pass it by; too silly or inappropriate and they won't take it seriously.

We understand just how important the right name can be.

We found a way to apply the "porn star name" parlor game as a general trick for coming up with names for just about anything.

For those who haven't heard of it before, this is a game where you invent the name you would use as a porn star by combining the name of your first pet and the street of your childhood home.

This may sound like a joke, but the simple fact is that game boils down to a simple process: take elements from your life and string the words together to come up with names.

It's simple, and it works.

Instructions

The fill-in-blanks list on the following page will help you come up with names. Fill out each blank space, and once you're done simply start saying random combinations of the words until you find one you like.

The whole point of the list is to give you a set of words for you to look at and free-associate. Ideally, a great name will just jump out at you, but don't stop at a single name. Valiant Chicken Digital was the third name I considered, and it combined an improbable combination of the name of my middle school with my last meal.

Before you settle on a name, you should carefully consider the context, connotation, subtext, and cultural references in the name. Sometimes this will prevent you from using a name, but other times it will add extra layers of meaning.

And after you've settled on a name, be sure to shred or otherwise destroy this worksheet. Some of the blanks on the next page will contain answers to your security questions for online sites like your bank. You do not want this getting out. (And that's why this is a printable PDF, rather than a digital form.)

Proposed name #1 _____

Proposed name #2 _____

Proposed name #3 _____

Proposed name #4 _____

Childhood street address _____

Elementary school _____

Middle school _____

High school _____

University _____

Favorite subjects in school _____

Childhood pet _____

Favorite color _____

Hobbies _____

Childhood friends _____

Favorite animal _____

Prominent local geography _____

Favorite joke _____

Punchlines _____

Childhood enemies _____

Favorite foods _____

Colors of the clothes you're wearing _____

Notable historical event _____

Current address _____

Random day of the week _____

Current mood _____

Last meal _____

Now that you have a name, why not get a site to go with it? My name is Nate, and I build websites for authors, writers, and other creators. Just wave your hand and tell me to take care of it, and I'll build you a site that suits your personality, never crashes, and is guaranteed to help you grow your career.

Contact me today!

Notes

Feel free to use the space below to jot down any ideas inspired by this exercise, or just for doodling.