



Skills in 60: How to Name Your Brand or Product

This in-depth short course is designed to walk you through the process of creating inventive, effective names for brands, companies, and products. The video lessons will guide you through the anatomy of a good name, the questions you must answer before creating a name, and how to generate a variety of creative options your clients will love. If you have any questions about the material, please email support@mediabistro.com.

Lesson 1: The Anatomy of a Name

In Lesson 1, students will learn about the components of a successful name, including its “stickiness,” syllables, and connotation.

Lesson 2: Creative Positioning for Real-Life Clients

In this lesson, students will learn how to consider multiple factors, such as demographic, product family/brand consistency, competition, traffic generation, and copyright issues when creating a brand or product name.

Lesson 3: Generating a Variety of Name Options

Students will learn how to create name options using existing words and phrases, word parts, fragments, syllables, sounds, letters, numbers, and non-English roots and words.

Lesson 4: Analyzing and Evaluating Names

In the final lesson, students will learn how to determine why a name works (or doesn't).