YOUR QUICK TOUR

Clarity before cleverness

A name is one part of a brand. It should help the right people understand and remember you - without making promises you cannot keep.

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YOUR FINISH LINE

One tested name, one simple descriptor, documented checks and a clear reason for the final choice.

01 / MEET YOUR GUIDE

Noor replaces a clever name with a clear one

Fictional example: Noor, her repair studio, customers and all results are invented.



THE PRIVATE JOKE

Noor names her repair studio after an inside joke. Friends laugh, but new customers cannot pronounce it or guess what the business does.

THE CLEAR SHORTLIST

She writes a naming brief, creates several word territories, checks the best options and asks target customers what each name suggests.

THE LESSON

The winning name is not everyone's favorite sound. It is the option that fits the promise, avoids confusion and works in real customer conversations.

02 / DEFINE THE JOB

A strong name does several small jobs

No single name is perfect. Decide which qualities matter most for your customer, market and growth plan.

RELEVANT

It creates a useful feeling or clue about the customer, benefit, category, method or personality.

DISTINCT

It is not easily confused with nearby competitors, common category phrases or famous brands.

EASY TO USE

People can hear it, say it, spell it and search for it with reasonable confidence.

ABLE TO GROW

It can stretch to your likely products, locations or services without becoming misleading.

NAMING BRIEF

For [customer], we want a name that feels [three traits], hints at [idea], avoids [words or impressions] and can grow into [future scope].