

Tanj

NAMING
 **HOT TAKES** 

STARTUP
FOUNDER
EDITION

By Tanj



Finally, more than the usual

Too many books, posts and videos on brand naming give you the basics.

Keep it clear, memorable, legally available.

You already know this, right?

What you might not know, we've amassed here.

Namely unique insights for launching great names.

For Startup Founders like you.



Uncommon names, approaches & brands

At Tanj, we take an uncommon approach to naming.

We have since 2009.

Check out our **work**.

And make the most of these unconventional tips and takeaways.

Let's go →



To .COM, or not?

Your friends might be stressing you about finding the perfect .COM domain, but here's the truth: a strong name and trademark is the real prize.

Sure, an exact .COM is the gold standard. If you've got the funding to fight for it, go for it! But most startups can thrive with a fantastic name and a good-enough URL.

Focus on a name that captures your passion and embodies your vision. The right domain name will follow.



F#@k Perfect

You already know this: progress matters more than perfection. Hustle and grit get ideas off the ground.

The same applies to naming. You probably don't need the absolute "best name ever." Even if you had it, let's face it, you probably wouldn't know until the market validated it.

You want a name that sparks early interest, remains flexible enough to grow with your idea over time, and memorable enough to continue to broaden your reach.

Focus on a name that captures your passion and fuels your vision. Polish can come later, in many different forms.



Just adequate? Maybe.

What if you get stuck and just can't find something you like?

Pick an okay-for-now name knowing that you have leeway to change later on. It's not ideal, but nothing is ideal in startupland.

We see plenty of founders launch with a temporary name, knowing that they're investing early on in finding product-market fit and scaling their idea.

If you just can't get it right early on, so be it. Once you reach a certain point —usually around a Series A — take the time and resources to get it right to continue to fuel your growth.



~~Whisper~~ Roar

Forget blending in with the crowd. Your startup is a revolution, and your name should shout it from the rooftops.

Are all your competitors using bland, descriptive names? Do the opposite! Do they all have quirky names? Keep it simple and cool.

Embrace the unexpected.

A novel name sparks curiosity and reflects the groundbreaking innovation you're building.

Let your new name unleash your inner maverick.



Name the future

Founders, you're the ultimate visionaries. But remember, even the best plans can shift as you hit the market.

That's why we recommend trying to name for the future, with a 3-5 year horizon in mind.

Focus on a name that captures your passion for the long game, not just your initial product.

However, don't get hung up on unknowns. Embrace the startup hustle – you deal with uncertainty every day.



Stickiness. Not accuracy.

Your name isn't a dictionary definition, it's a battle cry!

Sure, avoid obvious misnomers, but don't get hung up on perfectly describing every feature.

Focus on a name that sticks — words, sounds and concepts that resonate with your audience.

Think short, catchy, energetic and fresh.



Name it. Build it.

Hold on, you haven't built your product yet?

Cool. Name it anyway.

Because a name is more than just a label, it's the rallying cry for your vision. It ignites conversations and fuels excitement.

Think of it this way: without a name, your incredible idea stays trapped in your head.

A solid name helps you share your vision and build momentum early on.



Need backup?

Look, you can try to DIY your name. Many founders do. But you're a visionary, not necessarily a naming guru. Building your dream product should take center stage.

Here's the thing: a killer name is everything. It's your brand's battle cry, the spark that ignites your story.

If you have the budget, consider getting help from naming experts. They can craft a name that reflects your passion and fuels your vision for years to come.

Bootstrapping? No worries! Get scrappy and tap into your network. There are even free tools like **Chatnamer** (our AI assistant) to spark initial ideas.

Remember, your name is an investment. Call in the cavalry if you need it.



The End

That's it.

Start naming.

If you get stuck...

We are **here**.

Tanj

Change the world, one name at a time

Tanj.co