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UNCOMMON
Ways to Crack Open
CREATIVITY
in **NAMING**

By Tanj



NAMING a brand? Feeling **STUCK**?

If you're working on naming something, there are tons of **excellent digital resources** at your fingertips.

But sometimes we find that more uncommon resources yield more interesting names.

If you've exhausted online resources — or are just exhausted from staring at a screen, try out some of our offline suggestions we outline in the following pages.

Let's crack open creativity →

MINDWANDERING

For these exercises, have a notebook nearby to jot down your genius ideas as they begin to flow 🌊

1.

**Take ten minutes
away from your desk
to meditate or
daydream.**

2.

**Do a mindless task
you need to do
anyway.**

Like folding laundry or weeding.

3.

Take a shower.



4.

**Go for a walk.
Without earbuds.
Just be outside.
Look, listen, feel.**

BRAIN GAMES

For these exercises, let loose. Anything goes. Don't overthink it — just put pen to paper and see what happens 🙄🙄

5.

Try a rhyming tangent.

Think of a few relevant keywords to explore, rhyme with them and see where it takes you. e.g. game > lame > lame duck > Gameduck. Or a real life example:
shutter > butter > butterfly > Shutterfly

6.

Got games?

Playing Boggle can shake some ideas loose.
Word searches can do the same trick in terms of helping you find/create new names that you wouldn't find in a dictionary.

7.

Set a 20-minute timer to focus.

Zero distractions. Come up with names. Just do it.

8.

**Write down all of
your bad ideas.
Just get 'em out of
the way.**

9.

Freewrite — see what comes out.

Do this with pen or pencil — no keyboards allowed.

10.

Doodle or draw something related to the project.

Maybe take the letters of keywords and turn them into funny faces. Or try sketching the product. Or draw a caricature of how a customer might feel using the platform. Notice any words or concepts that come up.

BOOKSHELF

Think of this as your time to slooowww down for the day. No rushing. Soak in the words 🧘

11.

**Look through a
dictionary — English
or a foreign language.**

A physical dictionary. With paper pages!

12.

**Same as the
dictionary, but make
it a real, tangible
poetry book.**

13.

Flip through a magazine.

Ideally one you can actually hold, but if you insist on a digital one, we don't suppose we can stop you. Look for words and images.

EXTRA TIME ON HAND

These exercises take some time, but they're worth it.
Step away from the desk & into the world.
New perspective 🙌 new ideas.

14.

Go to a store that carries a lot of different brands.

Maybe a pharmacy, a hardware store, Target. Walk the aisles. Check out the names of products. See where your brain wanders.

15.

Talk to a child about the project.

Notice the language you use to explain the concept,
and the language they use to understand it.

16.

Meet a friend for coffee.

Tell them about your project and your naming challenge.
Again, notice the language you use to explain the concept,
and the language your friend uses back to you as they take it in.

17.

Field trip time — head to the library or a bookstore.

You don't even need to crack open a book, though.
Just peruse through titles on the spines.
Do any words or ideas jump out at you?



The **END**

That's it.

Start naming.

If you need help...

We are **here**.

Tanj

Change the world, one name at a time

Tanj.co