

Tanj

**NAMING**  
**HOT TAKES**



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**CEO**

**EDITION**

By Tanj



# Finally, more than the usual

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

Keep it clear, memorable, legally available.

Right, right — you already know this 🤔

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

Namely a handful of insights you won't find elsewhere.

A few hot takes to help CEOs like you launch great brand names.



# Uncommon names, amazing brands

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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 →



# Profits before poetry

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Naming is a business decision, not an emotional one.

Choosing a name can be exciting, but it's crucial for your company's success.

Focus on how the name, whether traditional or unique, will impact your bottom line.

Be strategic and clear-eyed.

Your choice will affect your brand, people and business.



# One word. Sales explode.

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Your name is your first impression.

It's like an initial sales call or handshake – it sets the tone right up front.

A strong name sparks curiosity and invites customers to learn more.

A weak name creates a barrier.

Invest in a name that reflects your brand and resonates with your audience.

Consider it an upfront marketing investment that keeps paying off.



# Own the name. Be the name.

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Strategic, objective thinking is crucial for naming your company or product.

However, your comfort level with the name matters too.

While you may not adore it, actively disliking the name creates challenges.

As CEO, you'll be the one championing it.

Choose a name you can confidently endorse and advocate for.



# Nail it now

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Don't risk a bad name.

A strong name attracts customers, a weak one repels them.

Weak names also risk lawsuits and create other costly conflicts.

Invest in a good name upfront to avoid headaches and boost your brand's success.



# Supercharge your team

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A good brand name mobilizes your team.

It becomes a rallying cry, a shared identity that fuels excitement for your brand or initiative.

Don't underestimate the power of a name to unite your team behind a common goal.





# The End

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That's it.

Start naming.

If you get stuck...

We are **here**.

Tanj

**Change the world, one name at a time**

Tanj.co