



Hello, My Name is Awesome: How to Create Brand Names That Stick

By Alexandra Watkins

Berrett-Koehler. Paperback. Book Condition: new. BRAND NEW, Hello, My Name is Awesome: How to Create Brand Names That Stick, Alexandra Watkins, Too many new companies and products have names that look like the results of a drunken Scrabble game (Xobni, Svbtile, Doostang). In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone—even non-creative types—can create memorable and effective brand names. No degree in linguistics required. The heart of the book is Watkins' proven SMILE & SCRATCH Test, as featured in the Wall Street Journal and Inc. A great name makes you SMILE because it's: Suggestive "" evokes a positive brand experience; Meaningful "" your customers ""get it""; uses Imagery "" visually evocative to aid in memory; hasLegs "" lends itself to a theme for extended mileage, and is Emotional "" moves people. A bad name, on the other hand, makes you SCRATCH your head because it's: Spelling-challenged "" looks like a typo; Copycat "" similar to competitors' names; Restrictive "" limits future growth; Annoying "" frustrates customers; Tame "" flat, uninspired; suffers from the Curse of Knowledge "" only insiders get it, and is Hard-to-pronounce. Watkins also provides up-to-date advice, like making sure that Siri...



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Reviews

Good eBook and helpful one. It really is written in straightforward words and phrases and never confusing. I am just effortlessly could possibly get a enjoyment of looking at a published book.

-- Romaine Rippin

The book is great and fantastic. it absolutely was written very properly and beneficial. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Lyda Davis II