

Hello, My Name Is Awesome Assessment

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by Alexandra Watkins



While it's tempting to ask your friends, family and co-workers what they think of your new name, it puts you in danger of making a bad decision based on subjective opinions rather than objective criteria, such as your name being meaningful to customers, and easy to spell and pronounce.

Most people begin the naming process in the wrong place... looking to see if a domain name is available. That should be the least of your concerns because you can always get a domain by simply adding another word like so many companies now do. (For example, TeslaMotors.com, SquareUp.com, BlissWorld.com.) While domain names are important, even more important is your having a strong brand name that suggests what your brand does, makes a strong emotional connection, and stands out in a sea of sameness. That's what this test will help you determine.

Whether you want the confidence to move forward with a potential brand name or need to get a professional opinion to show your boss that his or her name idea isn't really that good, this professional assessment and official report will tell you the truth about your name, revealing the strengths, trouble spots and deal breakers you may not see at first glance.

Based on the lessons in Hello, My Name is Awesome, these 30 objective questions will help you decide whether to move forward with your name or go back to the drawing board.

Best of luck!

- Alexandra Watkins

[Take Test](#)

Overall results

Taken on: September 18, 2014
Taken 2 times

[Retake](#)

Name you're considering:

- blah

Domain you're considering (if any):

- blahblah.com

RED LIGHTS – STOP THE PRESS!



Below are your detailed results listed by color:

Red = These are the deal-breakers that you will regret later, where you'll get into trouble.

Yellow = The trouble areas that while not total deal breakers, you should consider before moving on.

Green = The strengths in your name.

Note: not all answers are shown in this excerpt, due to lack of space.
Your personalized results are very detailed.

Your Name Pronunciation Is Not Good

Your name should be approachable and intuitive to pronounce in your brand's country of origin. Don't rely on punctuation marks or letters in different colors to aid in pronunciation. Your name will not appear in color in the press or in search engine results and people go batty trying to find accent marks and umlauts on their keyboard.

Your Trendy Name Is Already Dated

Using trendy words (e.g. Monkey, Daddy, Rocket) or styles (.ly, eName, iName, uName) in your name screams "copycat," shows a lack of creativity, and instantly dates your name.

Your Name Is Tame

If you want your name to stand out in a sea of sameness and get noticed (without a massive advertising budget), you can't afford to be shy. Descriptive names don't challenge, excite, or mentally stimulate us.

Spell-check Slows You Down

Your name gets hung up in spell-check, which will be an annoyance for you, your employees, and customers. However, if you've coined an awesome name that makes people smile (e.g. Groupon, Manwich, Twizzlers, Chillow, Photoshop, Munchery, Pinterest, StubHub), your cleverness will make up for the spell-check inconvenience and one day spell-check may even recognize your name as it does with Popsicle, Google, and Spam.

Your Name Contains an Overused and Trendy Suffix

Using trendy suffixes to create a new name seldom works as they feel forced, not to mention overused and terribly dated.

Your Name Pronunciation Is Double Trouble

Your name can be pronounced two different ways, which will cause consumer confusion and weaken your brand.

Obscure Domain Name Extensions Are Tru.ly Troublesome

While it's tempting to create a domain name using a country code Top Level Domain (ccTLD) extension such as .ly for Libya, those names are tru.ly troublesome. In addition to being difficult to spell, ccTLD domain names can be hard to pronounce, especially when unaided by a visual identity. A few years ago, rather quietly, the social bookmarking web service del.icio.us renamed themselves Delicious because their domain name was so problematic to spell.

Your Name Feels Forced

Simply adding or dropping a letter or two at the end of a real word or word root is the laziest way to coin a name and almost always sounds forced.

Your Name Is Easy to Understand Over The Phone

You won't waste time repeating yourself because people will understand your name the first time you say it. Hear, hear!

Your Name Will Scale With Your Brand