

TEMPLATE

# FIND THE PERFECT PRODUCT NAME

*Skip the Guesswork and Start Coming Up  
with Solid Product (and Brand-) Names  
That Put Your Business to Work*



\_\_\_ / \_\_\_ / \_\_\_\_\_

by \_\_\_\_\_

\_\_\_\_\_

	<i>Appearance</i>	<i>Distinctiveness</i>	<i>Emotion</i>	<i>Energy</i>	<i>Humanity</i>	<i>SEO Positioning</i>	<i>Tone</i>	<i>Trademark</i>	<i>Total Score</i>

This template is designed to help you jot down your daily ideas and then evaluate them based on the naming criteria. It's important to wait until you've completed the creative process before rating your ideas. This list is intentionally longer, not to intimidate you, but to emphasize the importance of generating multiple ideas and to make it easier for you to come up with more of them.