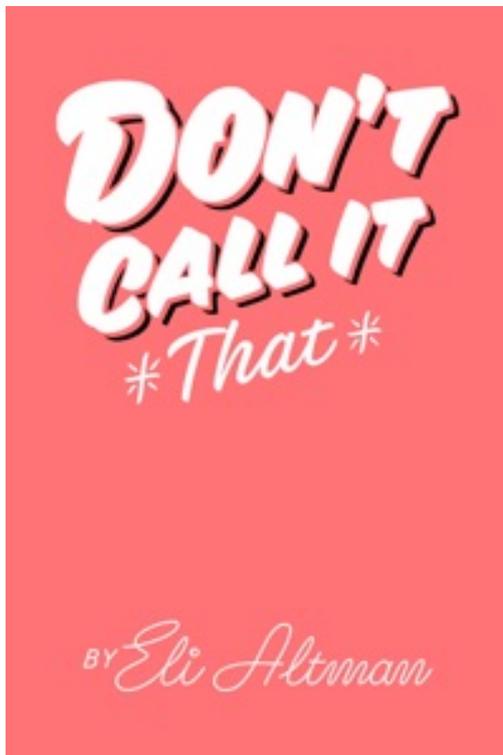# Download Don't Call It That Free EBook PDF/ePub/Mobi - Eli Altman

Download or Read Online Don't Call It That Eli Altman Free eBook PDF/ePub/Mobi/Mp3/Txt, **A workbook for naming your product, business, or brand.**

Your name is the tip of the spear.
It's the first thing people see and hear. It's your first shot at grabbing people's attention and arousing their curiosity. How are people supposed to talk about your new company if they can't remember or pronounce the name?

Contrary to popular belief, naming has nothing to do with omitting vowels. It has nothing to do with smashing letters together until you find an available URL that sounds like a Latvian powerlifter grunting. No, naming is a process. You'll need time. You'll need insight. You'll need to start on Page 1.

Don't Call It That is *not* a book about naming. It is a step-by-step workbook that walks you through the ins and outs of the naming process. This book is your best defense against awful company names and the people who find them "practical" and "functional." A Hundred Monkeys Creative Director, Eli Altman, will help you develop attention grabbing names that speak to your audience and establish the seed of your brand.

The second edition of *Don't Call It That* **is 40% bigger than the first. It has six new chapters, interviews with people who used the book to name their businesses, new name species, sixteen exercises and an expanded trademark section.**

The book is like that friend who isn't afraid to tell you what you need to hear. It'll help you understand what's at stake and how to approach naming creatively without neglecting practical realities like positioning, trademarks and URLs.

How do you find a name that's available?
How do you find a name that grabs people's attention?
How do you tell the difference between a good name and a bad one?
How do you test names in the real world?
How do you find a name that elevates you above the competition?

Don't Call It That will set you straight.

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