

PREVIEW

A quick and simple framework to name
your next **project, startup or business.**

by Bram Kanstein

 @bramk

Introduction

I was introduced to this simple naming framework a few years ago and decided to create a short guide to help you come up with a name for your next project, startup, or business.

I hope you find it valuable and I am excited to hear what you come up with!

Bram Kanstein (@**bramk**)

Before you start

- Make sure you have dedicated time to go through this exercise
- I recommend to reserve about 60 minutes
- Preferably do it with 1 or 2 other people (your co-founders or people who support you), this way you will get more results to choose from
- [**Click here to download the worksheet**](#) (Google sheet, Numbers or Excel) and open it on your device

Step 1: Keywords

Open your **worksheet**. It all starts by writing down 6 to 10 keywords that describe your product, service or company. *This can be anything!* Use your worksheet.

For example, if you have a SaaS product:

Really write down the words that describe that product in detail, not only the type (an app?), but also the type of service and experience: easy, fast, online, web etc.

One of the things you write down here will come back in your final choice of the name, in some way.. read on 😊

1	Abc
2	Abc
3	Abc
4	Abc
5	Abc
6	Abc

Step 2: Synonyms matrix

After writing down your 6-10 keywords in step 1, we're going to write down synonyms for these words.

You can easily find these via [thesaurus.com](https://www.thesaurus.com).

Try to write down as many synonyms as possible. With a minimum of 6 and a maximum of 15 synonyms per keyword.



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