

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

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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 your next project, startup or business. I hope you enjoy it and am excited to hear what you come up with!

Bram Kanstein ([@bramk](#))

Before you start

- Make sure you have time to go through this exercise
- I recommend to take at least 60 minutes
- Preferably do it with 1 or 2 other people (your co-founders or people who support you), this way you get more results to choose from
- **Download the worksheet** (Google sheet, Numbers or Excel) and open it on your device

Step 1: Keywords

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

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



Scroll down to download the full guide

