



## ***Lorie's Naming Checklist***

- Simple
  - Obvious
  - Short
  - Unique
  - Pronounceable
  - Easy to spell
  - Jargon-free
  - Memorable
  - Verbally transmittable
  - Allows for growth
  - Works with exit strategy
  - Compelling
- BONUS Attributes:**
- Alliteration
  - Emotional
  - Imagery
  - Takes a stand
  - Double meaning