In a Nutshell

A bite-sized overview of Eat My Words
Eat My Words creates powerful brand names and taglines that do more than generate buzz – they generate revenue. And that’s critical in today’s economy where ad budgets are being slashed and your marketing dollars are being stretched like carnival taffy. These days, names have to do more, say more, and make more of an impact. To get your name to stick, it needs to be absolutely magnetic. That’s where we can help.
Neato home cleaning robots. Spoon Me frozen yogurt. Cake Financial. Monkey Dunks. When consumers see our names, they smile instead of scratch their head. Because unlike traditional naming firms, we never present forced, predictable or dumbfounding names and get you to drink the Kool-Aid with linguistic mumbo jumbo. Eat My Words gives you simply unforgettable names that make emotional connections with consumers, create instant affinity for brands, and have proven ROI.

Meetings are fun at Eat My Words.
EMW = ROI

An Eat My Words’ name provides Return on Investment because it:

• Generates buzz without spending advertising dollars
• Is instantly likeable, creating affinity for your brand
• Has strong differentiation for brand-recognition
• Emotionally connects with your target, inspiring loyalty
• Stays fresh and vibrant, never becomes dated
• Positions you as a trendsetter, increasing your credibility
• Is rich in wordplay, allowing for brand extensions while retaining the name's original charm
• Can be monetized through merchandise & licensing, with people paying you to advertise your brand
SMILE – we know we have a winning name when it meets this criteria:
Simple – easy to spell, say, and understand
Meaningful – your customers instantly “get it”
Imagery - visually evocative - creates a picture in your customer’s mind
Legs - carries the brand, lends itself to wordplay and brand-extensions
Emotional - empowers, entertains, engages, enlightens

SCRATCH - we scratch if off our list if it has any of these deal-breakers:
Spelling-challenged
Copycat - similar to competitor's names
Random - disconnected from the brand
Annoying - hidden meaning, forced
Tame – flat, uninspired, non-emotional, boring
Curse of Knowledge – only insiders get it
Hard-to-pronounce
Product Names
Company Names

Cake Financial

neato robotics™

Swingset Kitchens™

dizzywood

daytipper™

Angel Points

the value of good deeds
Retail Names

SpoonMe
FROZEN YOGURT

mezzerize

PANDORA’S BOX
Here comes trouble.

HU'S ON FIRST

plant one on me
I am amazed at the insight *Eat My Words* has and that they genuinely care about the success of our business. *Spoon Me* is so brandable and we’re merchandising the name like crazy. In fact, we make almost as much money selling “Spoon Me” merchandise as we do selling yogurt. I could not be more pleased with the help and friendship they have provided and I can honestly say it is the best investment I have ever made.

- Ryan Combe
  Founder
  Spoon Me
To view our complete portfolio, read more gushing reviews, and browse our boastful bios, check out EatMyWords.com. And remember, when you’re stuck for a name, you only need to think of one: ours.

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