

In a Nutshell

A bite-sized overview of Eat My Words

Fresh Names & Taglines To Go

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.



Not an Old School Naming Firm

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

Look Who Feeds Us Work



All our names pass our SMILE & SCRATCH Test™

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 it 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

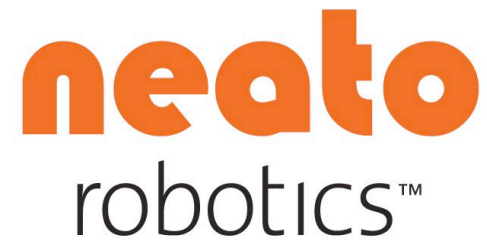
Product Names



neato



Company Names



Retail Names



Taglines

got Alim?[™]
love your reflection.

HalogenGuides[™]
Your Life. Well Spent.



Wild ALASKA Salmon
NATURALLY ABUNDANT[™]



Our Clients Want to Spoon Us

*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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