How to come up with a catchy name for just about anything

A great name can make or break a product, service or company. Too bland and people will pass it by; too silly or inappropriate and they won't take it seriously.

[Valiant Chicken Digital](#) understands just how important the right name can be, and that's why we would like to share the process we developed in order to choose the name of our company.

We found a way to apply the "porn star name" parlor game as a general trick for coming up with names for just about anything. For those who haven't heard of it before, this is a game where you invent the name you would use as a porn star by combining the name of your first pet and the street of your childhood home.

This may sound like a joke, but the simple fact is that game boils down to a simple process: take elements from your life and string the words together to come up with names.

It's simple, and it works.

The fill-in-blanks list on the following page will help you come up with names. Fill out each blank space, and once you're done simply start saying random combinations of the words until you find one you like.

The whole point of the list is to give you a set of words for you to look at and free-associate. Ideally, a great name will just jump out at you, but don't stop at a single name.

Before you settle on a name, you should carefully consider the context, connotation, subtext, and cultural references in the name. Sometimes this will prevent you from using a name, but other times it will add extra layers of meaning.

Proposed name # 1 _____

Proposed name # 2 _____

Proposed name #3 _____

Proposed name #4 _____

Childhood street address _____

Elementary school _____

Middle school _____

High school _____

University _____

Favorite subjects in school _____

Childhood pet _____

Random colors _____

Hobbies _____

Childhood friends _____

Favorite joke _____

Punchlines _____

Childhood enemies _____

Favorite foods _____

Colors of the clothes you're wearing _____

Notable historical event _____

Current address _____

Random day of the week _____

Current mood _____

Last meal _____