

Tanj

**NAMING**  
 **HOT TAKES** 

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**PRODUCT**  
**MANAGER**  
**EDITION**

By Tanj



# Finally, more than the usual

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Too many books, posts and videos on brand naming give you the basics.

Keep it clear, memorable, legally available.

You already know this, right?

What you might not know, we've amassed here.

Namely unique insights for launching great names.

For Product Managers like you.



# Uncommon names, thriving brands

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At Tanj, we take an uncommon approach to naming.

We have since 2009.

Check out our **work**.

And make the most of these unconventional tips and takeaways.

Let's go →



# Naming isn't same-day shipping.

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You're fast, we get it. Features fly out the door in days. But naming? It's a marathon, not a sprint. Take a beat – this isn't a one-day hack.

Plan, brainstorm, and brainstorm some more. We're talking 2-4 weeks to explore a healthy set of options, get buy in, and get your team comfy with a set of viable options.

Naming is hard. Naming takes time. Plan accordingly.



# Amazing user experience?

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Sure, your product does a million things. But what feeling are you going for? Excitement? Zen? Pure domination of your to-do list?

Your name should be the movie trailer for that feeling. Think Zoom calls that feel like warp speed, or Monday.com to tame the chaos of your week.

Let the name tell a story about the experience your product creates, all within the overall vibe of your brand.



# Naming nirvana: product-brand fit

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Your product name under your company's big brand umbrella deserves a name that pops. Hint at what your product offers or why it exists in the world, but make sure it still feels like it belongs to the fam.

Imagine Apple's phone named "Pixel" and Google's rocking "iPhone" 🙄

Make sure you find the right fit.



# Will your future self hate it?

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Your product will grow up (hopefully). So choose a name with room to breathe. Don't get hung up on features — think bigger picture.

Of course, predicting the future is like asking a hamster to solve a Rubik's Cube. But do your best to pick a name that scales with your product's awesomeness.

The key?

Focus on the core value you'll continue to deliver, not the next shiny feature. And hey, if you're wrong in 20 years? That just means you built something wildly successful — congrats!



# Stick It

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Forget boring, forget forgettable. Your product's name needs to stick – like a song living rent-free in your head (in a good way).

Here's the recipe:

- *Short & Sweet:* Think 1-3 syllables, 3-6 letters.
- *Punchy & Playful:* Hard consonants (V, P, B, T, D, K) add pop, while softer sounds (A, E, Oi, S) keep it smooth.
- *Double Oh Yeah:* Double O's (OO) are basically the gold medal of names according to some folks. More on that **here** and **here**.





# Think global. Name local.

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Building a product for the whole world? Awesome!

Before you launch, check your name. A name that sounds amazing in English might not in another language.

Avoid international an faux pas like having your name mean something unsavory in another language, and becoming the next meme.

For global brands, screen names in major languages. For non-global products, check in non-English languages large user groups speak.



# Great names. Not social handles.

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We hear you. Social media handles are important, but don't let the hunt for the perfect username derail your entire naming process..

Here's the truth...

Creative solutions exist! A strong brand name can succeed beyond your wildest dreams, even with a slightly tweaked social handle.

Focus on a name that's awesome, then get creative with social media.



# The End

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That's it.

Start naming.

If you get stuck...

We are **here**.

Tanj

**Change the world, one name at a time**

Tanj.co