

PRESS KIT

RESOURCES AND INFORMATION FOR *HELLO, MY NAME IS AWESOME* BY ALEXANDRA WATKINS.

Hello, My Name is Awesome

By Alexandra Watkins,
founder of Eat My Words
awesomebook.eatmywords.com

Publication Date:

September 15 2014,
\$16.95, Paperback original,
96pages, 5.5" x 8.5",
ISBN 978-1-62656-186-1

Berrett-Koehler Publishers

800-929-2929

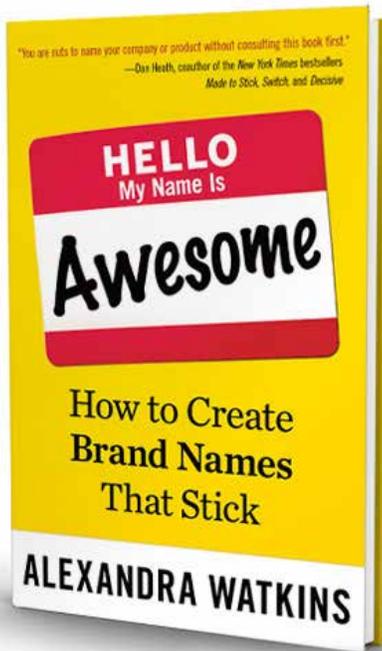
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PRESS RELEASE

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+1 (419) 455-6466
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Hello, My Name is Awesome ***How to Create Brand Names That Stick***

By Alexandra Watkins, founder of Eat My Words

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“Zappos.com originally started out as shoesite.com, but that limited our potential future growth. A company's name can be vital to its success. Reading the tips in this book can help anyone avoid the pitfalls.”

—**Tony Hsieh**, New York Times bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc.

“Insightful, irreverent, and eminently practical, Watkins’ *Hello My Name is Awesome* should be required reading for anyone naming a brand.”

—**S. Christian Wheeler**, Prof. of Marketing, Stanford Graduate School of Business

- **GROWING NEED:** Every year, 6 million companies and more than 100,000 retail products are launched—they all need a name that people can spell, pronounce and remember.
- **SIMPLE & EFFECTIVE:** Watkins shows you how evaluate a potential name using her SMILE and SCRATCH Test—acronyms representing the positive and negative qualities to look for.
- **ENTERTAINING:** The book highlights dozens of examples of the good, the bad, and the “so bad she gave them an award.”

In *Hello My Name Is Awesome*, naming expert Alexandra Watkins shares her rule-breaking secrets for creating memorable and effective brand names that stick, no linguistics degree required. Watkins says too many new companies and products have names that look like the results of a drunken Scrabble® game, and it could be impacting their bottom lines.

This book is filled with practical advice for brainstorming new names in the digital age, including what to do when your domain name is taken, making sure your name is “Siri-friendly,” checking Urban Dictionary before settling on a name, and more.

With Watkins’ book, anyone, even non-creative types, can use the same process she’s used to craft countless winning names for her clients, from corporations to small businesses worldwide.

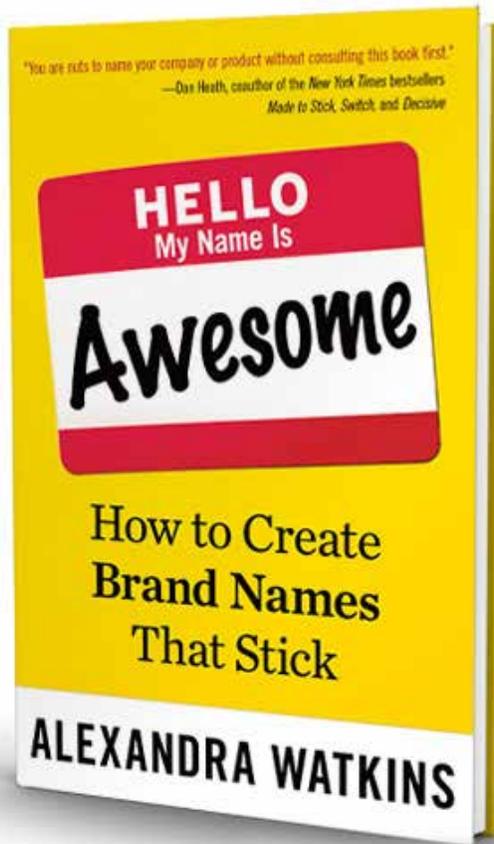
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Does your name make people **SMILE** or **SCRATCH** their heads?

As seen in the Wall Street Journal

SMILE:

Suggestive – evokes a positive brand experience

Meaningful – your customers “get it”

Imagery – visually evocative to aid in memory

Legs – lends itself to a theme for extended mileage

Emotional – moves people

SCRATCH:

Spelling-Challenged – looks like a typo

Copycat – similar to competitors’ names

Restrictive – limits future growth

Annoying – frustrates customers

Tame – flat, uninspired

Curse of Knowledge – only insiders get it

Hard-to-Pronounce

ABOUT THE AUTHOR

ALEXANDRA WATKINS

Founder of naming firm Eat My Words, Alexandra Watkins is a recognized expert on brand names with buzz. She is frequently quoted in the press and been featured in leading business publications including The Wall Street Journal, Inc., and Entrepreneur. Alexandra is a popular speaker at MBA programs and has been a guest presenter multiple times at the Stanford Graduate School of Business, San Francisco State, USF School of Management and their alumni association. She has also entertained audiences at the Proctor & Gamble alumni association, Uncollege, In-House Agency Forum, SF City Club, and many co-working spaces.



Alexandra first got hooked on naming when Gap hired her to create cheeky names for their first line of body care products. Soon after, she broke into the business by talking her way into branding powerhouse Landor via a Match.com date. With her fresh, unconventional naming style, Alexandra soon became a go-to resource for countless branding and naming firms around the country. And Landor sent her enough business to open her own firm. Since then, she's generated thousands of names for snacks, software, sunscreen, social networking sites, sportswear, shoes, sugar scrubs, serums, and seafood. (And that's just the S's!) She's also named lots of things that make people fat and drunk, including a nationally recognized bacon cheeseburger (which ironically, must remain nameless).

Prior to Eat My Words, Alexandra was an advertising copywriter, working at leading ad agencies up and down the West Coast, including five years at Ogilvy and Mather, where she helped launch Microsoft Windows and learned the language of Geek Speak. In the mid-nineties she jumped on the dot-com gravy train, and rode it until it crashed in her SOMA backyard. Alexandra took the money and ran, spending a year in Australia, New Zealand, Bali and Fiji. Upon her return, she discovered her passion for naming things and soon after started Eat My Words, and she's never looked back.

CLIENT LIST

A FEW OF THE BRANDS EAT MY WORDS HAS NAMED

Spoon Me – frozen yogurt franchise

Neato – robotic vacuum

Bloom – energy drink

Smitten – ice cream stores

Gringo Lingo – language school in Colombia

Retriever – GPS for dogs

Power Supply – Paleo meals for Crossfit gyms

Church of Cupcakes – cupcake shop

Eat My Dust – janitorial service

Hand Job – nail salon in San Francisco's Castro neighborhood

Copilot – ski training system

Breakthrough — mental health counseling

Pingpong – office chat program

QUESTIONS & ANSWERS

WITH ALEXANDRA WATKINS

WHY IS THE RIGHT NAME SO IMPORTANT?

A name will last longer than any other investment you make in your business. Whether people see it on your storefront, read it on your badge at a tradeshow, or see it on their caller ID, your brand name makes a critical first impression – even more than your shoes.

HOW OFTEN DO YOU RE-NAME EXISTING BRANDS?

About a quarter of our work is re-naming brands because they are being threatened with trademark infringement, outgrew their name, or simply had a name that sucked.

DO YOU HAVE AN INSTANCE WHERE YOU HAVE RE-NAMED AN EXISTING BRAND AND SEEN THEIR SUCCESS INCREASE AS A RESULT?

The hip Hotel Vitale on San Francisco's Embarcadero waterfront experienced a 25% jump in their wedding business when we changed the ho-hum names of their wedding services to ones that were, pardon the pun, emotionally engaging.

BEFORE	AFTER
REHEARSAL DINNER	MEET THE PARENTS
CO-ED BRIDAL SHOWER	SHOWER TOGETHER
POST-RECEPTION BAR RENTAL	LAST CALL FOR ALCOHOL
POST-WEDDING BRUNCH	BLOODY MARRIED
GUEST RATE	ENTOURAGE RATE

HOW LONG DOES IT TYPICALLY TAKE TO NAME A BRAND?

3- weeks

DOES THE NAME EVER JUST HIT YOU STRAIGHT AWAY?

Yes, Eat My Words came to me in a flash. Even if we do think of the perfect name right off the bat, we still do a full exploration, just to be sure we are right.

QUESTIONS & ANSWERS

WITH ALEXANDRA WATKINS

HOW MUCH DO YOUR SERVICES COST? I.E. BETWEEN WHAT AND WHAT?

Our fees vary wildly depending on the size of the client, number of decision makers, domain name needs, trademark class saturation, and “fun factor.” Some clients have paid us in trade with ice cream and chocolate and others have forked over US \$50,000.

WHY THE NAME EAT MY WORDS?

I started out naming things that make people fat and drunk.

DO FRIENDS AND FAMILY OFTEN ASK YOU FOR YOUR HELP ON THINGS?

Yes, and I am happy to help my friends and family.

WHAT ARE THE MOST COMMON MISTAKES COMPANIES MAKE WHEN CHOOSING NAMES?

Thinking the domain name is more important than the brand name. It's not. No one cares what your domain name is. They can find you on Google. Names that aren't spelled the way they sound are frustrating for customers, spell-check and journalists. And names that are meaningful to you but not to your audience are terrible. Examples: Vungle, Xboni, Tcho.

CAN YOU THINK OF ANY EXAMPLES OF AWFUL NAMES?

See above. Plus..

Squrl

Ipiit

Mogad

Loud3r

SmolkSignal

Zippii

WHAT MADE YOU DECIDE NOT TO GO TO COLLEGE?

I knew I wanted to be in advertising since I was in 8th grade. I could not imagine sitting in a classroom for 4 more years after high school. On the creative side of advertising, no one cares where you went to school. They only care about your portfolio.

WHY DID YOU WRITE YOUR UPCOMING BOOK? HOW LONG DID YOU WORK ON IT FOR?

A publisher, Berrett-Koehler, approached me about writing a book because they loved the humorous writing style on my website (www.eatmywords.com) - humor is seriously lacking in business books. And no one had ever written a how-to book on naming. It took me 3 months of weekends to write it.

QUESTIONS & ANSWERS

WITH ALEXANDRA WATKINS

HAVE YOU ALWAYS LIVED IN SF?

I am a California native, and was born and raised in San Diego. I have lived in SF for nearly 20 years.

DO YOU EVER GET WRITERS BLOCK? AND IF SO HOW DO YOU BREAK IT?

No. Honestly, that has never happened to me.

WHO WAS YOUR VERY FIRST CLIENT?

One of my first clients was Gap. I wrote names and taglines for a lot of their holiday beauty products. My favorite was a travel makeup kit. I named it, "Dash." The tagline was, "A little color goes a long way."

DID YOU GET INVESTMENT AT THE START? I.E. HOW DID YOU BEGIN?

I didn't need \$ to start my business. Just a computer and a quiet place to think.

WHAT IS YOUR FAVORITE BRAND NAME EVER?

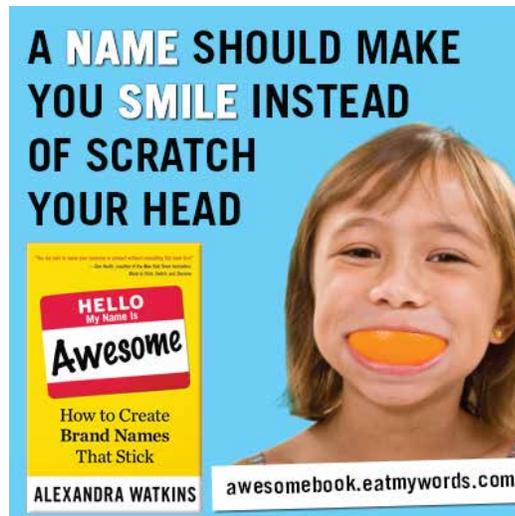
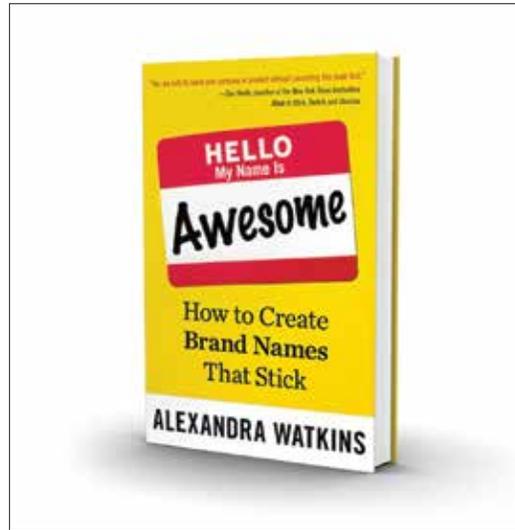
Kryptonite, the industrial strength bike locks.

RESOURCES

FOR HELLO MY NAME IS AWESOME

IMAGES ARE AVAILABLE FOR SHARING AND/OR DOWNLOAD AT
AWESOMEBOOK.EATMYWORDS.COM

A SAMPLE OF IMAGES YOU'LL FIND ARE:



PRAISE

WHAT PEOPLE ARE SAYING ABOUT HELLO MY NAME IS AWESOME

“You are nuts to name your company or product without consulting this book first.”

— **Dan Heath**, co-author of the New York Times bestsellers *Made to Stick*, *Switch*, and *Decisive*

“The type of ‘hands-on’ practical wisdom rarely found (but desperately needed) in the academic community.”

— **Michael Webber**, Dean of the School of Management, University of San Francisco.

“This awesome piece of writing is worth bottling, shaking and stirring into your brand name strategy either online or offline. I love the way Alexandra weaves her voice and humour into a very clear message to distill what you are about into a business name. It can be applied to your brand name and domain name. Her process is coherent and creative. A brilliant read I couldn't put down.”

— **Jeff Bullas**, Blogger, Strategist & Speaker, *Forbes Top 50 Social Media Power Influencer 2013*, *Huffington Post Top 100 Business Twitter Accounts*

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“While a rose by any other name may smell as sweet, your company or product probably needs all the help it can get. Watkins helped me name my firm, and I'm constantly told what a great name it is. Don't pick a name until you've read Watkins' book -- you'll want to have a name that you love forever!”

— **Charlene Li**, Founder of Altimeter Group, Author of *Open Leadership* and Co-author of *Groundswell*

“I was skeptical about a how-to book about naming products and brands. Alexandra Watkins convinced me otherwise. Her book is a fun read with lots of practical advice,”

— **Patricia Roller**, Angel investor and former Co-CEO of Frog Design

“This book is packed full of practical, real-world advice you would never get from a regular text book.”

— Dale J. Stephens, Founder, UnCollege, author of *Hacking Your Education: Ditch the Lectures, Save Tens of Thousands*, and *Learn More Than Your Peers Ever Will*

PRAISE

WHAT PEOPLE ARE SAYING ABOUT HELLO MY NAME IS AWESOME

“This is the perfect book for kickstarting entrepreneurs, brand managers, and practicing creatives.”

— **Pat Hanlon**, Founder & CEO, Thinktopia, Author, Primal Branding

“In the current crazy business climate, where standing out and being remembered are critical to success, your name better be awesome. This is best book on the subject,”

— **Nell Merlino**, Founder and President, Count Me In for Women’s Economic Independence Creator, Take Our Daughters to Works Day

“We’ve got a terrible name. No one can spell it. No one can pronounce it. Don’t make the same mistake we made. Read this book and let Alexandra Watkins guide you away from ‘we thought we were being clever with our name but now we just look silly’ syndrome.”

— **Matt Ruby**, Founder & CEO, Vooza

“I got lucky when I bent all the rules and named my company. If you need help naming yours, Alexandra has some great advice.”

— **Chip Conley**, Founder, Joie de Vivre Hospitality