



SEEDSPARK

NAME THE **BABY**

INSTRUCTIONS

ENHANCE MEMORABILITY

The Name The Baby method empowers entrepreneurs to establish identity and ownership by naming their offerings. By fostering emotional engagement and enhancing memorability, this method helps businesses create a competitive edge, igniting creativity and setting them apart in their industry

EVOKE EMOTIONAL **CONNECTION**

The Name The Baby method was created to inspire entrepreneurs to think beyond standard practices and to creatively name their offerings in a way that evokes emotional connection. This approach simplifies communication and strengthens the memorability of your brand, giving you a distinct advantage in a crowded marketplace.

HOW TO USE THE TOOL:

IDENTIFY & RATE YOUR OFFERING

- **OFFERINGS:** Identify the product, service, or feature you want to name.
 - **Example:** A new consulting package
- **CONTEXT:** List all the characteristics and traits that define this offering.
 - **Example:** The consulting package provides personalized strategies for business growth.
- **IMPACT:** Rate how much impact naming this offering will have on your business (1 is minimal, 5 is significant).
 - **Example:** 4 – A creative name will make the consulting package more appealing and memorable to clients.

TAKE ACTION ON YOUR NEW NAME

- **NAME OPTIONS:** Brainstorm potential names that align with your offering's characteristics and can resonate with your Hero Target emotionally.
 - **Example:** "Growth Navigator," "Business Booster," "Success Accelerator."
- **Who:** Sarah – Lead branding and finalize name.
- **Timing:**
 - Sarah – 1 week to finalize the name.
 - Marketing Team – 3 weeks to complete branding materials.
- **Repeatable:** Yes, the method can be used for future product launches.

Name:

Date:

STEP ONE:

1. Write down ALL words that describe the outcome of what you have created for your hero target.

STEP TWO:

2. Grade them 1-5 with 5 being the word that evokes the highest emotion. Move the 4's and 5's to step 3.

STEP THREE:

3. Play with combining whole and or part of two words to name your new "Baby".



UNCONVENTIONAL STRATEGIES

In the exciting journey of entrepreneurship, stepping beyond conventional methods can be the key to unlocking your full potential. SEEDSPARK Growth Services offers you the gateway to breakthrough strategies and insights that elevate your business from ordinary to extraordinary. Our approach invites you to think expansively, embracing fresh perspectives and innovative ideas that open up new horizons of growth and opportunity.

UNCONVENTIONAL THINKING

At SEEDSPARK, we empower entrepreneurs to expand their horizons and explore new possibilities. Achieving sustained business growth is about more than just following the usual playbook—it's about adopting a mindset that welcomes innovative thinking. By embracing fresh ideas and unconventional perspectives, you'll unlock the potential to not only thrive but to lead the way in your industry. It's time to invigorate your strategy, redefine success, and create a path uniquely your own.

UNCONVENTIONAL METHODS

A brilliant strategy truly shines when it is brought to life through effective execution. At SEEDSPARK, we don't just provide you with the tools for success; we partner with you to transform your plans into powerful, actionable steps. Our commitment to accountability and hands-on support helps you move from planning to performance, ensuring that your journey leads to remarkable, reoccurring results.



A single-minded approach may be beneficial for launching a revolutionary product or service, but it can turn into tunnel vision if the leader isn't able to adapt and expand their focus as the company grows.

