

# Need-to-have-it Name

- Use the grid on this name to brainstorm words & phrases in each of the categories. Then, remix! Put words together, substitute words into phrases, and create a list of possibilities.
- Once you have your list of possibilities, identify your favorites to research. Check:
  - URL ([panabee.com](http://panabee.com))
  - Social media
  - Google search
  - Trademark database
- When you settle on your top 3, optionally, get feedback from others. Listen to what they say but you need to make the ultimate choice. This is like naming a child. You have the ultimate veto power.

What you actually do/are	Results you get for people	Adjectives that describe the experience	Popular/cliche phrases, puns, rhymes	You words	Add-ons	Other brand influence	Remixes
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