



Naming Your Podcast

Who is my podcast for?

Sometimes choosing a name for your podcast or your idea can be daunting. There are so many possibilities and sometimes it may feel as though none of them adequately express your desire, your ideation, or the depth of your idea.

The truth is – any name will do if it speaks to your why and who. This is a fun brainstorming exercise to get you out of your head and into the space of innovation.

Instructions for Successful Completion:

1. Meet with your peer group and set a time limit of 20 min.
2. Read to your team your why + who
3. Write down every single name that your group comes up with. Yes. Every. Single. One. No matter how outrageous or boring or flat.

At the end of 20 minutes, you should have 99 names (or close to it!) From that list narrow down the top 3 names that resonate most with the change you want to create. Then test them in the real world and ask for feedback.

Some ideas:

- Post on LinkedIn or Twitter and ask for feedback
- Send an email to existing or potential clients, tell them what you're doing and ask for feedback
- Send a text to 5-10 friends and family members (include co-workers) and ask for their top choice
- Choose 1.

99 Names Brainstorming: