



10 FILTERS TO USE BEFORE YOU NAME

ANYTHING

IDEAS FROM **BOB INGLE**
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FILTER 1

IS THERE AN AWKWARD DOUBLE-MEANING?

Check both the name you're considering and any easy-to-spot nicknames.

FILTER 2

WILL IT CREATE COMPETITION UNNECESSARILY?

If a similar organization uses that name, and they're (a) near you or (b) well-known, ditch it.

FILTER 3

WILL IT MAKE PEOPLE THINK OF SOMEONE ELSE?

If it's a famous name — even if it's related to a very different organization or industry — take a moment to consider if the association will help or hurt in the long run.

FILTER 4

IS IT LIMITED BY LOCATION OR PHYSICAL APPEARANCE?

An effective name will still work if you decide to expand, move, or add more locations.

FILTER 5

IS IT EASY TO SAY & SPELL?

Don't make anyone do extra work to figure out how to find you on the internet or tell their friend.

FILTER 6**WILL PEOPLE ABBREVIATE IT?**

You put a lot of work in that name! Don't create something that people will knowingly or unknowingly start to abbreviate. It ever-so-subtly weakens the brand.

FILTER 7**WILL IT STAND ON ITS OWN?**

Waypoint Church works as just "Waypoint." If you have to add your organization type to make the name feel complete, it might not be strong enough.

FILTER 8**ARE THE WEB DOMAINS AVAILABLE?**

The web domain should be both easy to remember and associate with you.

FILTER 9**IS IT EASY TO BRAND?**

A compelling name suggests stories, imagery, and feelings related to everything your organization is and everything you offer people.

FILTER 10**IS THERE A CONNECTION TO YOUR MISSION, VISION, & PURPOSE?**

The name should evoke more than a positive feeling. It should help reinforce what you want to do in the world.



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We help find great name ideas for:

- + Churches
- + Ministries
- + Organizations
- + Campaigns
- + Sermon series

WE'D LOVE TO TEAM UP.
LET US KNOW HOW WE CAN HELP.