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New Business Names: Naming For The Ear

By Marcia Yudkin

It's surely happened to you, too: You call someone back from a telephone message, not sure who they are or what they want, and what the receptionist recites upon answering comes off as a complete blur. It doesn't even separate into words.

In many cases this has nothing to do with the diction of the receptionist. Out of context, the company name simply makes no sense to the ear.

Years ago I had an extreme version of this experience when a gardening columnist I was interviewing said something interesting about "squash vine borers." Listening, I could not form words out of those sounds. I had to ask her to repeat the phrase three times. I still wasn't sure I'd gotten it right and emailed her to check, only to learn that what I'd finally heard as "bores" should have been "borers."

Two names submitted in our first Named At Last naming contest, for a web design/search engine optimization company, exemplify this problem. Each contains the kernel of an appealing visual image, but out loud they don't work:

Ducks Tech Web Agile Impala

In the first name, the consonants smudge into one another, and in the second example, the vowels blend together when they shouldn't. Corral a colleague who hasn't read this newsletter, and test this by saying each name naturally, without exaggerating the space between the words. Ask them to spell what you just said. Most of the time, the colleague will look stunned, unable to echo the sounds, much less spell words.

Use "the receptionist test" on any name you're considering for a company or product. Even if you primarily sell through the written word, there will be times when you need to call a business partner and have the name create understanding rather than confusion.

Marcia Yudkin is the author of 6 Steps to Free Publicity and ten other books hailed for outstanding creativity. Find out more about her new discount naming company, Named At Last, which brainstorms

new company names, new product names, tag lines and more for entrepreneurs on a budget, at

<http://www.NamedAtLast.com>

Choosing Baby Names for Twins

By Sarah Mitchell

Choosing a baby name for your new born can be quite a stressful decision. With thousands upon thousands of names at your disposal, you may begin to feel a little overwhelmed. Well, for twins, you can double the trouble! This article is aimed at helping soon to be moms and dads of twins to choose those perfect baby names.

Using anagrams for naming twins

One way of choosing baby names for twins is to take one name that you like and rearrange the letters to make another name. A few examples of this are: Reva & Vera Ira & Ria Mary & Myra

If you are a fan of traditional baby names, then your choices are slightly limited with this option. But, if you don't mind bending the rules a little, then you can play around with this idea forever.

Using synonyms for naming twins

Another idea for choosing baby names for twins is synonyms! A synonym is a word (or a baby name in our case) that has a similar or exact meaning of another word. So, you might want your twins to both have names that mean 'flower'. An example of this would be: Eve & Zoe Yasmin & Lala Dahlia & Daisy Camellia & Heather

All of these names refer to a flower in general or a particular flower, although they are all quite unique from one another. For example, Heather is an English name, whereas Camellia is a Latin name. If you would like to experiment with this idea some more, visit

www.namestobe.com

. Simply type in a

meaning or part of a meaning and a list of names that correspond to that meaning will appear.

Reversing names for twins

Choosing baby names for twins can sometimes be as easy as spelling a name you like, backwards! As you can imagine, this will only work for a small selection of names, but if you have the time to sit down with a pen, paper and some patients then you will eventually find some that you are fond of. An example of this would be: Aiden & Nadia

Other tips for naming twins

Some other tips for naming twins are to use names beginning with the same letter, use names that rhyme, or even use names that have no connection between them what so ever. Sometimes parents get so wrapped up in trying to choose the perfect names for their twins that they forget the fact they have the option of choosing two names that have no connection at all. Regardless of what option you choose to name your twins, you should take the time to sit down and put some serious thought into your decision. Best of luck to you!

This article was written by Sarah Mitchell from

www.namestobe.com

. Find thousands of baby names,

their meanings, origins and genders at

www.namestobe.com

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info@namestobe.com

Choosing Baby Names for Twins

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