

AN ANALYSIS OF BUSINESS NAMES

BY

HANS DECOZ



Created by (your name)
(your business name)
(logo or ...)
(your contact information)

FOR

SUGGESTED BUSINESS NAMES

Hair By Cordell
Cordell Hair Styling
Cordell Hair And Makeup
James Hair and Makeup
James And Cordell Hair Styling
James Cordell Hair Styling

What the Name Analyzer for Business Can Do For You

Have you ever noticed how a name often perfectly reflects the personality of the individual? Can you imagine the actor John Wayne as Eugene Wayne or Marion Morrison (which was his given name)? Just as actors choose a stage name to convey a certain persona, advertisers spend countless hours inventing and testing names to appeal to the desired demographic. When a corporation prepares to launch a new product, they hire teams of copywriters, PR experts, even psychologists to find a name that inspires confidence, excitement, or feelings of security.

The Name Advisor for business analyzes the influence a name has on the human psyche. It is less concerned with the actual qualities hidden in the name than it is with the way the name is perceived when others hear it. The Name Advisor suggests the impression the word leaves when we hear or see it. Use it to help you choose the best name for a product, business, or other venture.

HOW IT WORKS

We analyze a name using three sets of letters: the vowels, consonants, and all the letters combined (the main impression). A name is not unlike a musical score. The consonants carry the piece, the vowels deliver the high notes, and together they create a sound that delivers a feeling, an impression, an atmosphere. As it is with music, a certain name may work well in one setting, but not in another.

The first text below describes the main impression people feel after viewing or hearing the name in question. This is followed by the lesser impact of the consonants and vowels. If the main influence of your name has the potential to be overly aggressive, for example, the vowels or consonants might lend a gentle, cooperative energy that can mitigate its combative nature. Conversely, just the opposite might be true.

HOW TO USE IT

When you read your report, make sure the description is suitable for the product or business you are naming. For example, if you are starting an accounting firm, look for a name that reflects dependability, trustworthiness, and stability, even if that name is also labeled as boring and rigid. If you are opening a sports or camping store, look for a name described as bold, dynamic, risk-taking, and freedom-loving.

Notice that each report concludes with a list of businesses or careers particularly suitable for that name. This gives you a general idea of how well the name will fit for a similar product. If the name fits a sports business, it will also be favorable for a fitness product.

Every description includes qualities that are not ideal, but if you know your market you should be able to find a name that presents your endeavor in the best possible light. I

wish you great success.

Hans Decoz

Copyright 1987-2015. Hans Decoz. All rights reserved. This report or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the publisher except for the use of brief quotations in a book review.

Hair By Cordell

Influenced foremost by the 6, the name Hair By Cordell feels responsible, caring, nurturing, warm, healing and comforting. It makes one feel special and conveys idealism and justice. Hair By Cordell conveys a "home away from home" ambience that offers security and love; it reduces anxiety and fear. This is an excellent name for representing a safe haven. This name generally feels good to most people, but it is not passionate or exuberant, it feels neutral, suitable for people who hold stability and harmony in high regard. Although it has an aptitude for business, it can be a little slow and is not as adaptable as you may need.

The vowels in Hair By Cordell add a sense of independence, strength, drive and determination to the name's main impression. They help the name feel bold and forceful, and convey intelligence, innovation, inventiveness, leadership, courage, adventure, and a taste for the unconventional.

The consonants in Hair By Cordell are extroverted, dynamic, stimulating and charismatic. They add a sense of freedom and adventure to the main impression. They convey the feeling that "anything is possible" and suggest a willingness to take risks and get off the beaten path. The name reflects intelligence, tolerance, and an appetite for the unconventional. They attract people who are uncomfortable with the status quo. The consonants in Hair By Cordell carry a high-pitched, nervous energy that can be inventive when focused and controlled.

Fame and fortune often result from this kind of dynamism, but only when backed by discipline and effort -- not the strong suit of this group of consonants.

Possible undesirable effects:

The vowels can make Hair By Cordell feel a little harsh, abrupt, impatient, confrontational, and hardheaded.

BELOW IS A LIST of businesses considered suitable for this name. The list is not definitive; it simply links the positive qualities reflected in the impression the name conveys to businesses that might benefit from those characteristics. It is not comprehensive, so if your business isn't listed, allow the descriptions to guide you. If you are trying to name a business or a product, focus on the descriptions rather than the list of careers/businesses.

Education, Medicine, Counseling/Therapy, Visual Arts/Photography, Interior Design,

Pharmaceutical, Art/Antiques, Agriculture, Human Resources, Landscaping/Gardening, Financial Planning, Retail, Mechanical/Automotive, Heavy Machinery, Tools/Hardware, Architecture, Construction, Law Enforcement/Military.

Cordell Hair Styling

The name Cordell Hair Styling inspires trust, confidence, and feelings of security. The practical 4 is the driving force behind this name. It feels grounded, disciplined, and promotes steady progress and consistent effort. Cordell Hair Styling makes one feel they are in good hands. It represents integrity, stability, and moral values. It represents strong organizational skills, an eye for detail, and is structured and family-oriented. However, Cordell Hair Styling feels somewhat rigid and uncompromising. This is favorable for businesses such as insurance, banking, and accounting but less favorable for exciting, expressive, fun-loving ventures.

The vowels in Cordell Hair Styling add a sense of independence, strength, drive and determination to the name's main impression. They help the name feel bold and forceful, and convey intelligence, innovation, inventiveness, leadership, courage, adventure, and a taste for the unconventional.

The consonants in Cordell Hair Styling feel uplifting, inspiring, and charming. They add a sense of joy and optimism to the name's main impression and convey a positive outlook with humor, wit, and intelligence. They add glamour, romance and sex appeal to the name. The consonants inspire early success and popularity, but will require diligence and discipline for lasting success. Their influence can make the name feel unfocused and superficial, but this is largely offset by the solid, down-to-earth feel of the name as a whole. In addition, they impart a distinct "lucky streak", the kind that opens doors and seems to have perfect timing.

Possible undesirable effects:

The vowels can make Cordell Hair Styling feel a little harsh, abrupt, impatient, confrontational, and hardheaded.

BELOW IS A LIST of businesses considered suitable for this name. The list is not definitive; it simply links the positive qualities reflected in the impression the name conveys to businesses that might benefit from those characteristics. It is not comprehensive, so if your business isn't listed, allow the descriptions to guide you. If you are trying to name a business or a product, focus on the descriptions rather than the list of careers/businesses.

Accounting, Consulting, Law Enforcement/Military, Architecture, Agriculture, Landscaping/Gardening, Human Resources, Environment/Recycling, Real Estate, Mechanical/Automotive, Heavy Machinery, Tools/Hardware, Construction, Media/Communications, Interior Design, Pharmaceutical.

James Cordell Hair Styling

With 7 as its main influence, James Cordell Hair Styling reflects analytical powers, a quest for knowledge, and the search for truth and wisdom. It makes one feel they are in the company of unconventional intelligence and eminence in a chosen field. It is inventive, promotes study, research, open-mindedness, and daring new concepts. The 7 is a natural scholar, researcher, auditor, poet, and writer. The name James Cordell Hair Styling feels serious; it inspires depth, insight, contemplation, meditation, and prayer.

The vowels in James Cordell Hair Styling add a sense of gravity to the name's main impression. They reflect knowledge, study, research, wisdom, intellectual depth, and inner/spiritual pursuit. They reject all things shallow and superficial. This influence conveys a sense of revelation and looking beneath the surface. They reflect a sense of carefully formed opinions and methodical judgment and, above all, an aspiration toward perfection. Some will sense the influence as impersonal and aloof. Others will feel hope - a ray of light in a world of ignorance. The vowels in this name appeal to thinkers and dreamers more than realists and doers.

The consonants in James Cordell Hair Styling add nobility and idealism to the name's main impression. They emanate greatness through humility and wealth through sacrifice. They represent universal justice and inspire people to give selflessly. The consonants also reflect artistry and add elegance, grace, and charisma to the name James Cordell Hair Styling.

Possible undesirable effects:

The impression of the consonants can feel impractical, misguided, and self-righteous. The name as a whole may feel a little cold and aloof.

BELOW IS A LIST of businesses considered suitable for this name. The list is not definitive; it simply links the positive qualities reflected in the impression the name conveys to businesses that might benefit from those characteristics. It is not comprehensive, so if your business isn't listed, allow the descriptions to guide you. If you are trying to name a business or a product, focus on the descriptions rather than the list of careers/businesses.

Legal, Mechanical/Automotive, Heavy Machinery, Tools/Hardware, Education, Public Relations/Marketing, Accounting, Consulting, Human Resources, Visual Arts/Photography, Interior Design, Music/Dance/Acting, Art/Antiques, Architecture, Construction, Financial Planning, Counseling/Therapy.

James And Cordell Hair Styling

The strongest force behind James And Cordell Hair Styling is the 8. It conveys power, money, and winning at all costs. It reflects the strength of a conqueror that has the potential to achieve great things. Whatever the enterprise, James And Cordell Hair Styling reflects a goal-oriented nature and the will to become the best and most successful in its field. The 8 conveys a competitive attitude, not afraid of challenges. It is the visionary, realist, and strategist. However, James And Cordell Hair Styling only succeeds if it can maintain a balance between giving and taking, generosity and greed, attachment and detachment, pride and humility. When it loses that balance, it often self-destructs.

The vowels in James And Cordell Hair Styling reflect a business savvy, almost ruthless energy. They add power, authority, determination, confidence, leadership, and ambition to the name's main impression. They feel uncompromising, persevering, and extremely competitive. The vowels reflect vision and risk-taking, and have a sense of danger (that may not always remain within legal boundaries). To some, this addition feels intimidating and suspicious. Others are drawn to the risk and excitement it generates.

The consonants in James And Cordell Hair Styling add nobility and idealism to the name's main impression. They emanate greatness through humility and wealth through sacrifice. They represent universal justice and inspire people to give selflessly. The consonants also reflect artistry and add elegance, grace, and charisma to the name James And Cordell Hair Styling.

Possible undesirable effects:

The influence of the consonants can be felt as misguided and self-righteous, while the vowels and the name as a whole tend to be a little overbearing.

BELOW IS A LIST of businesses considered suitable for this name. The list is not definitive; it simply links the positive qualities reflected in the impression the name conveys to businesses that might benefit from those characteristics. It is not comprehensive, so if your business isn't listed, allow the descriptions to guide you. If you are trying to name a business or a product, focus on the descriptions rather than the list of careers/businesses.

Business (various), Retail, Accounting, Financial Planning, Law Enforcement/Military, Retail, Construction, Pharmaceutical, Real Estate, Art/Antiques, Advertising, Travel, Landscaping/Gardening, Agriculture, Medical, Consulting, Banking, Interior Design, Legal.

James Hair and Makeup

The strongest force behind James Hair and Makeup is the 8. It conveys power, money, and winning at all costs. It reflects the strength of a conqueror that has the potential to achieve great things. Whatever the enterprise, James Hair and Makeup reflects a goal-

oriented nature and the will to become the best and most successful in its field. The 8 conveys a competitive attitude, not afraid of challenges. It is the visionary, realist, and strategist. However, James Hair and Makeup only succeeds if it can maintain a balance between giving and taking, generosity and greed, attachment and detachment, pride and humility. When it loses that balance, it often self-destructs.

The vowels in James Hair and Makeup reflect a business savvy, almost ruthless energy. They add power, authority, determination, confidence, leadership, and ambition to the name's main impression. They feel uncompromising, persevering, and extremely competitive. The vowels reflect vision and risk-taking, and have a sense of danger (that may not always remain within legal boundaries). To some, this addition feels intimidating and suspicious. Others are drawn to the risk and excitement it generates.

The consonants in James Hair and Makeup add nobility and idealism to the name's main impression. They emanate greatness through humility and wealth through sacrifice. They represent universal justice and inspire people to give selflessly. The consonants also reflect artistry and add elegance, grace, and charisma to the name James Hair and Makeup.

Possible undesirable effects:

The influence of the consonants can be felt as misguided and self-righteous, while the vowels and the name as a whole tend to be a little overbearing.

BELOW IS A LIST of businesses considered suitable for this name. The list is not definitive; it simply links the positive qualities reflected in the impression the name conveys to businesses that might benefit from those characteristics. It is not comprehensive, so if your business isn't listed, allow the descriptions to guide you. If you are trying to name a business or a product, focus on the descriptions rather than the list of careers/businesses.

Business (various), Retail, Accounting, Financial Planning, Law Enforcement/Military, Retail, Construction, Pharmaceutical, Real Estate, Art/Antiques, Advertising, Travel, Landscaping/Gardening, Agriculture, Medical, Consulting, Banking, Interior Design, Legal.

Cordell Hair And Makeup

The strongest impression of Cordell Hair And Makeup is based on the number 2. It conveys sensitivity and diplomacy, promotes cooperation, and makes people feel safe and appreciated. Flexible and passionate, Cordell Hair And Makeup promotes adaptability and survival against the odds.

The name indicates understanding, compassion, and intimacy. It draws support through tact and subtle persuasion rather than force and confrontation. It reflects an intuitive ability to avoid pitfalls and promotes careful, competent decision-making.

The vowels in Cordell Hair And Makeup add stability and a sense of trustworthiness to

the name's main impression. They convey a feeling of order, organizational strength, discipline, an eye for detail, and the ability to stay the course. Honesty and reliability are implied.

The consonants in Cordell Hair And Makeup add mystery and the search for knowledge and wisdom to the name's main impression. They carry a distinctly spiritual tone. They reflect intelligence, curiosity, and seriousness, but also independence and self-sufficiency. This is clearly a counter vibration to the vowels, but they are not necessarily disharmonious.

Possible undesirable effects:

The vowels add strength, not unlike structural supports in a building. However, they also remove the impression of flexibility, making the name feel a little rigid.

BELOW IS A LIST of businesses considered suitable for this name. The list is not definitive; it simply links the positive qualities reflected in the impression the name conveys to businesses that might benefit from those characteristics. It is not comprehensive, so if your business isn't listed, allow the descriptions to guide you. If you are trying to name a business or a product, focus on the descriptions rather than the list of careers/businesses.

Human Resources, Music/Dance/Acting, Retail, Real Estate, Art/Antiques, Public Relations/Marketing, Advertising, Medical, Interior Design, Landscaping/Gardening, Accounting, Education, Counseling/Therapy, Visual Arts/Photography, Writing/Poetry, Architecture.