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updated throughout
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Hello, My Name is
Awesome, is the
number 1 guide to
creating business
building brand names.

Hello, My Name is Awesome

Written with refreshing clarity, delightful wit, and profound insight, Hello, My Name Is Awesome can help you give anything a name worth repeating.

Hello My Name Is

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Alexandra Watkins is the founder of Eat My Words, a nationally recognized naming firm featured multiple times in the Wall Street Journal and Inc. Her clients include Disney, Microsoft, Wrigley, Turner networks, and

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Awesome: How to Create Brand Names That ...

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about the most
important decision a
new business faces:
choosing a brand name
that will launch the
company into the
stratosphere where it
belongs. You might
think picking a name is
straightforward, but
you have a lot to learn!

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and order Hello My

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your unique personality

to your home and

office while protecting

your table from

damage. All thanks to

our unique and

personalized beverage

coasters.

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"The insight and
processes that

Alexandra Watkins
reveals in Hello, My

Name is Awesome not
only have direct

application to your
naming process but

also have direct
application to thinking

about your company
from your customers'

perspective--not what
you sell but why

someone will decide to

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had great content. I'm
currently trying to
name a business and
the brainstorming
ideas alone were

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Alexandra Watkins. I
am a die-hard
perfectionist, so I did
my research on the
author and her book. I
decided to buy it. And
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new people. Kendra,

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attention with this
shirt! A funny birthday

gift for anyone named
Kendra. You just found
the absolutely perfect

birthday gift for the
Kendra in your life!

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Name Tag - Kendra**

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