

ARTICLE REPRINT

FROM THE

MAXIMUM Customer Experience BLOG

Improve Your Customer Experience to Increase the Bottom Line!

 **Speedy Pizza by Joe**
BY KELLY ERICKSON

What does your name mean?

You were clever. You were grinning from ear to ear. You were thoroughly impressed with yourself.

Your spouse, who'd been listening to your dreams for months, was similarly impressed. Your dog even looked at you with an extra air of respect.

You'd chosen the name of your business.

It's a proud moment, preceded by dreams and schemes and hopefully, by reading Maximum Customer Experience's [Naming Your Small Business 101](#) series, but when the right name comes to you all that doodling is behind you and that name can do no wrong. You cast it in bronze and place it on a pedestal and your family goes along with you.

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This is when your intrepid Experience Designer starts to worry, because critical thinking is now off-limits. Who would dare criticize your baby?

Your buyers will.

To a first-time visitor, the name is charming; it does elicit a smile, sure; but what does your name mean? When a name doesn't bring a clear message of what you are selling, every sale will be more difficult.

That's not to say that sales are automatically easy with a name like "Speedy Pizza by Joe," but a lot of time spent explaining yourself is bypassed if you can come up with a name that's clear and states the benefits (Speedy) and features (Pizza) right up front. If your business' name could be anything from a beauty shop to an opera house to a fishing-lures craftsman, you're going to work harder every day than you need to.

Nobody ever bronzes a name like Speedy Pizza by Joe, but folks, Joe doesn't care.

He's too busy making money.

Got any favorites—businesses that get your cash every time because their names are clear, all about you, and full of benefits and features right up front?

Is your own business' name among your faves?

Grow and be well,

Kelly Erickson

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About VisionPoints, The Experience Designers

We're the small-business Experience Design company that saves you *big* frustration making *little* efforts that go *nowhere*. We're experts in **Experience audits and website user testing, put together with strategic positioning, compelling content, and design solutions** so you can grow your business.

Whether you're a traditional "bricks-and-mortar" company or a business operating solely on the Internet, we at VisionPoints want to help you increase sales and word-of-mouth. These days, "good enough" customer experience is everywhere and your customer knows it. We'll help you go beyond just making a sale, to making Maximum Customer Experience to encourage future sales and power you forward.

About Kelly Erickson, Owner, Creative Director

"Can remarkable—Maximum—Customer Experience save your business? You bet! Through my blog, [Maximum Customer Experience](#), one of the longest-running sources for great Customer Experience tips and strategies, and my work with clients at [VisionPoints](#), I help plan the changes that make marketing to and connecting with your customers easier than ever before. If you're under pressure to make this the best year ever (who isn't?), I'd love to talk with you to find the solution for your small biz."

Kelly is the author of the well-respected Maximum Customer Experience Blog, an AdAge Power 150 blog and one of the longest running sources for great Customer Experience tips and strategies on the web. She has an absolute passion for helping other business owners and leaders to Go Where Your VisionPoints.

To contact us about helping your company to grow, please [click here](#).