

# **THE UZI WEISS**

## **STRATEGIC NAMING**

### **PORTFOLIO:**

Doesn't this title just showcase my  
brilliant proficiency in naming?



**CLIENT:** Potentially You

Please bear in mind that each and every one of these names have a rich strategy behind them — and potentially a poor designer, too...

Okay, okay — I'm just saying! I only make the words...



**CLIENT:** Still You, Right?

Also, technically what every name *should* have in common, is easy reading, spelling, pronunciation, relatability, and memorability.

And of course, the strategic conveyance of feelings which will appeal to your own clients.



**CLIENT:** Like Many Others

Okay, enough yapping. Just go see what you came for... I'll be praying next-door.





## CLIENT: Healthcare Recruiting

But that's only the first step, as far as jobs go. From there comes a whole planned list of services. The name needs to encompass all that, plus position them as healthcare's single destination.





# MEDIVERSE

## HEALTHCARE SOLUTIONS




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## MEDICAL SOLUTIONS



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### The World of Healthcare **Connections**

*Where Passion meets careers*

We specialize in connecting doctors and medical personnel to healthcare employers and facilities — Our personalized approach and personalized services help our clients find the perfect match for their future careers and a rewarding healthcare experience.

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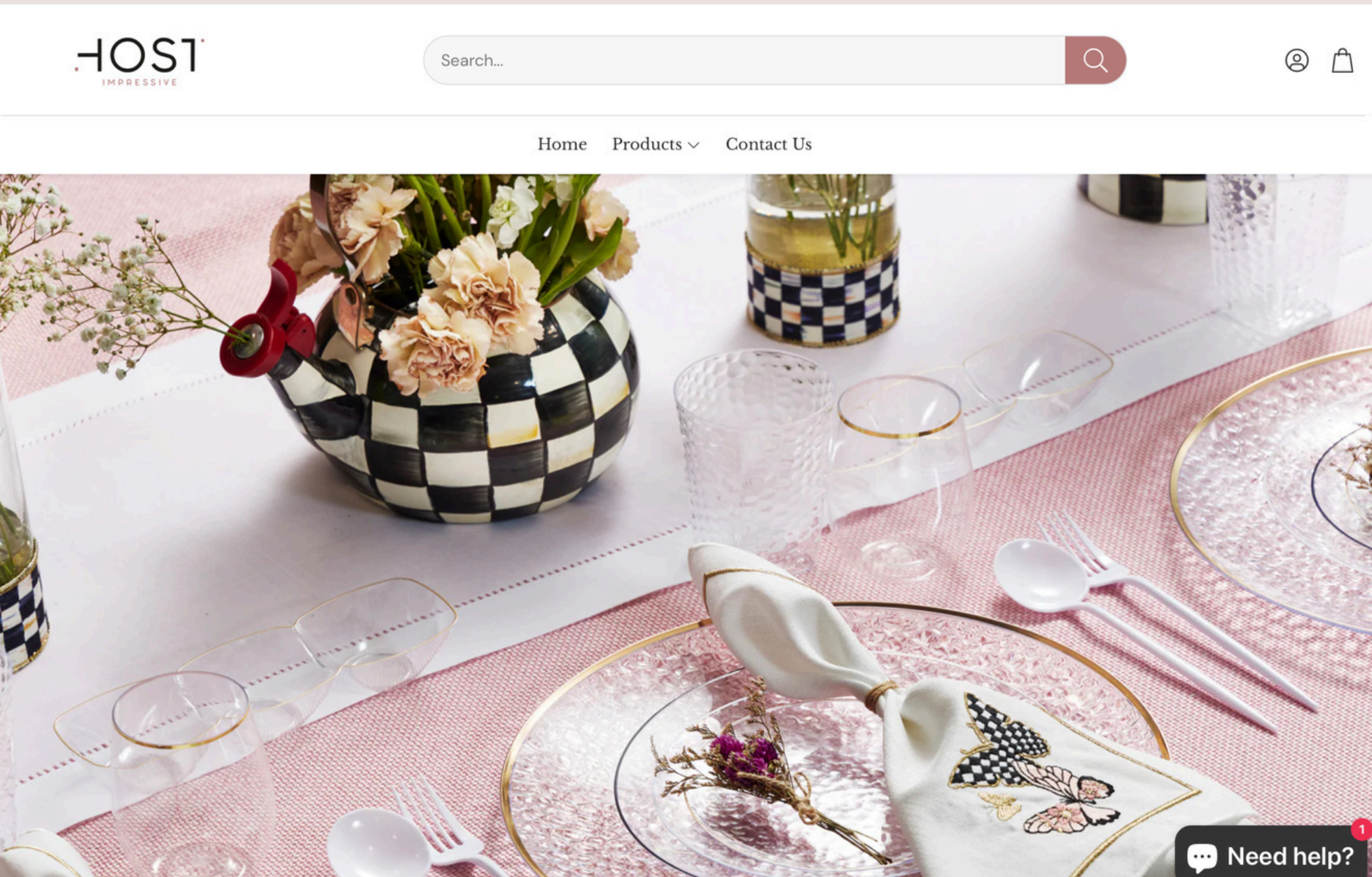
**CLIENT:** Tableware Platform

Okay, that's not strictly true. They currently sell premium tableware, but the name needed elbow room for more potential (no, of course not on the table, Mom).





# Host Impressive



Host  
IMPRESSIVE

The Easily-Impress-Your-Company Company™

**CLIENT:** P&C Insurance

He was servicing large real estate clients and was known to give them gold-standard service. His new name strategically increases inbound sales interest.














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The Upper Circle,  
Achieve Protected  
Status™



-  Property Insurance
-  Casualty Insurance
-  Workers Compensation
-  Commercial Auto Coverage
-  Cyber Protection
-  Crime Protection
-  Directors & Officers
-  Surety Bonds
-  Claims Processing & Audit Assistance

We proudly remain boutique, prioritizing personal client relations and white-glove concierge service for all their P&C needs. While we value growth and company expansion, our top priority is ensuring our clients' success.

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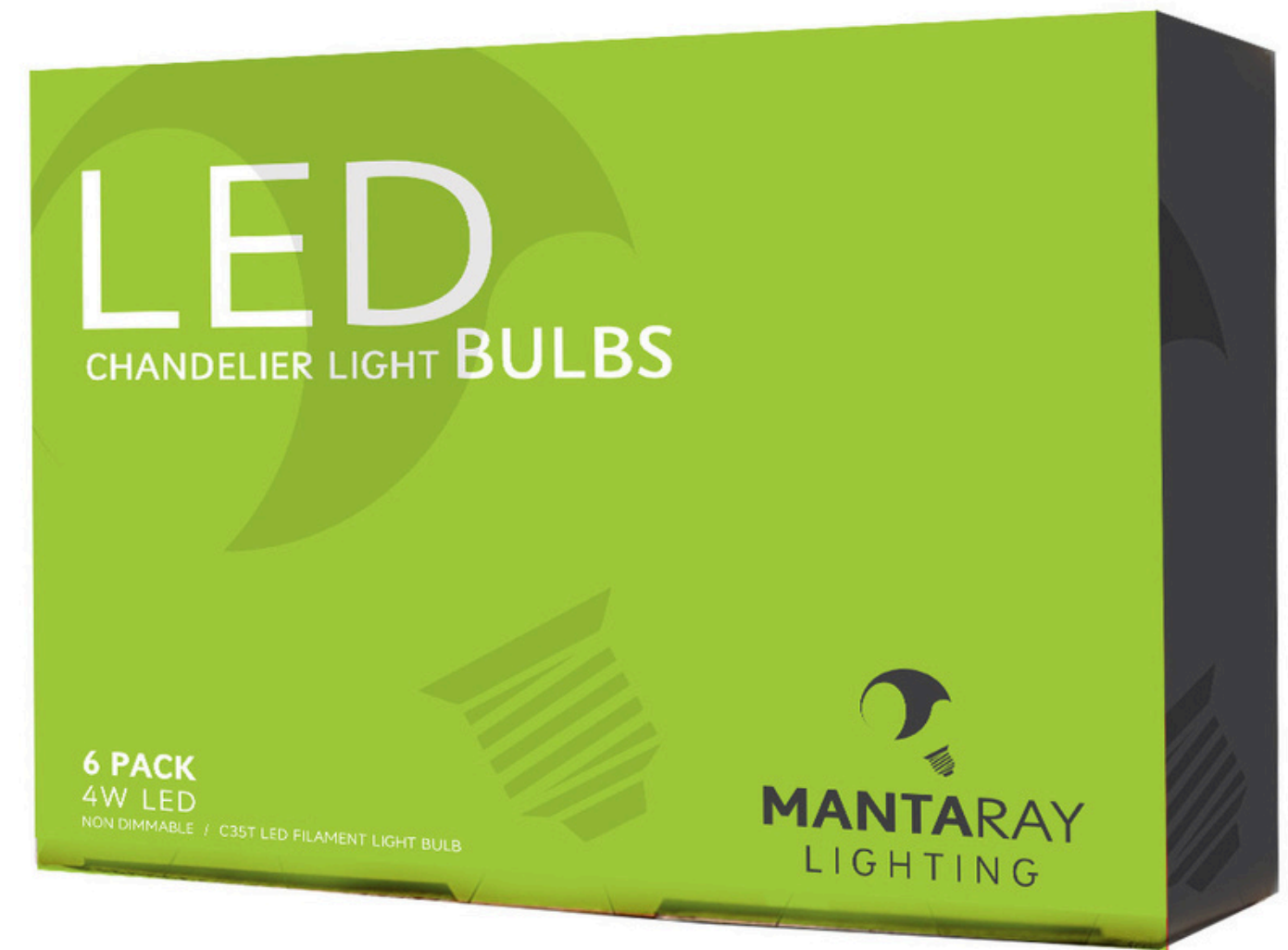
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**CLIENT:** Lighting Products

Give me class, give me brightness, give me the most perfect blend of the two... and a most illuminating name shone forth. (At least one better than this paragraph.)







**CLIENT:** New-Age Homepieces

Technologically advanced, ultra-luxurious — the name needs to convey all that, in the most bespoke sense of fashion and culture. Sounds like a blend of Greek and French, right?





ARISTEAU

INNOVATIVE OPULENCE™

ARISTEAU

INNOVATIVE OPULENCE™  
L'ART DE  
VIVRE

Can you allow  
yourself to indulge?

Here, take  
a seat.

Experience the gift of  
luxurious leisure that  
can be yours — each  
and every day at home.

ARISTEAU



**CLIENT:** Agent Recruiting

With a highly prestigious name behind it, this recruiting front was a serious one. More than engaging, was the need for drive and potential.





AGENT2B:  
INSPIRING  
THE ASPIRING  
AGENT'S  
JOURNEY,  
FROM A TO BE™



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AGENT2B.CO

## SUCCESSFUL INSURANCE AGENTS ARE IN A CLASS OF THEIR OWN.

It takes a certain type to make the cut, and for those special few, the potential is unlimited.



DOES IT FEEL LIKE WE'RE  
TALKING ABOUT YOU?

**Are you tired of living from paycheck to paycheck?** Are you hungry enough to make big money, *even if it takes hard work*? **Is providing for your family** something you're willing to *dedicate yourself to fully*? **Is the premise of future financial success** enough to keep you going *through tougher times*? **Does a lucrative career entice you** even if it means *putting aside your personal prestige*? **Could you invest yourself fully in your business** in order to keep earning a steady income even after you retire?

**If you're still here,**  
we have something *perfect for you*.

**CLIENT:** Payroll Processing

His newly rebranded name captures the most elemental emotion in all of payroll processing — for both employers and employees alike.





Your personal payroll partner™



**CLIENT:** Event Hall

The name had to be easily pronounceable in Yiddish, English and Hebrew — preferably in the exact same way — and of course convey its luxury and class.







# LUXURE

HALL

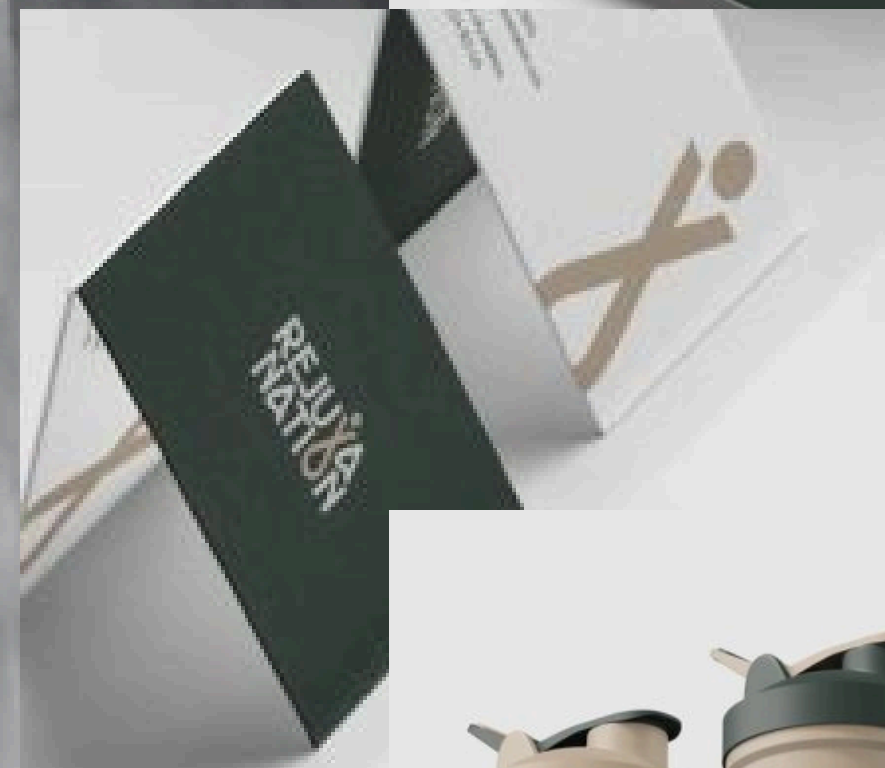




**CLIENT:** Wellness Gym

How to name a gym that isn't about sculpting, strength or even fitness — but about inclusion, camaraderie and a healthy, daily boost?



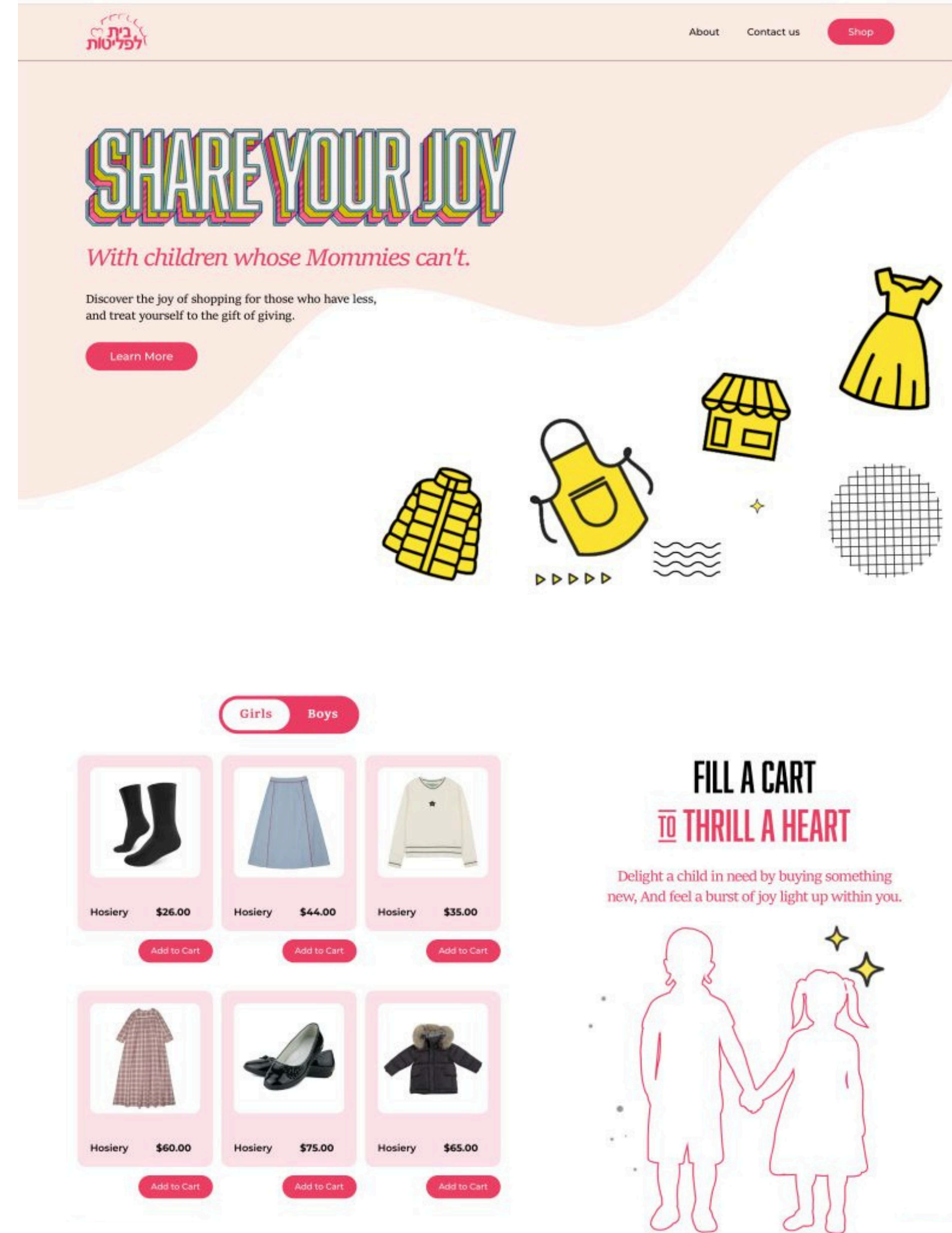


**CLIENT:** Charity Benefit Shop

Instead of a pity-inducing name, this mega organization got one that paints a broader picture — tapping into the beauty of sharing joy and the innate desire to give.





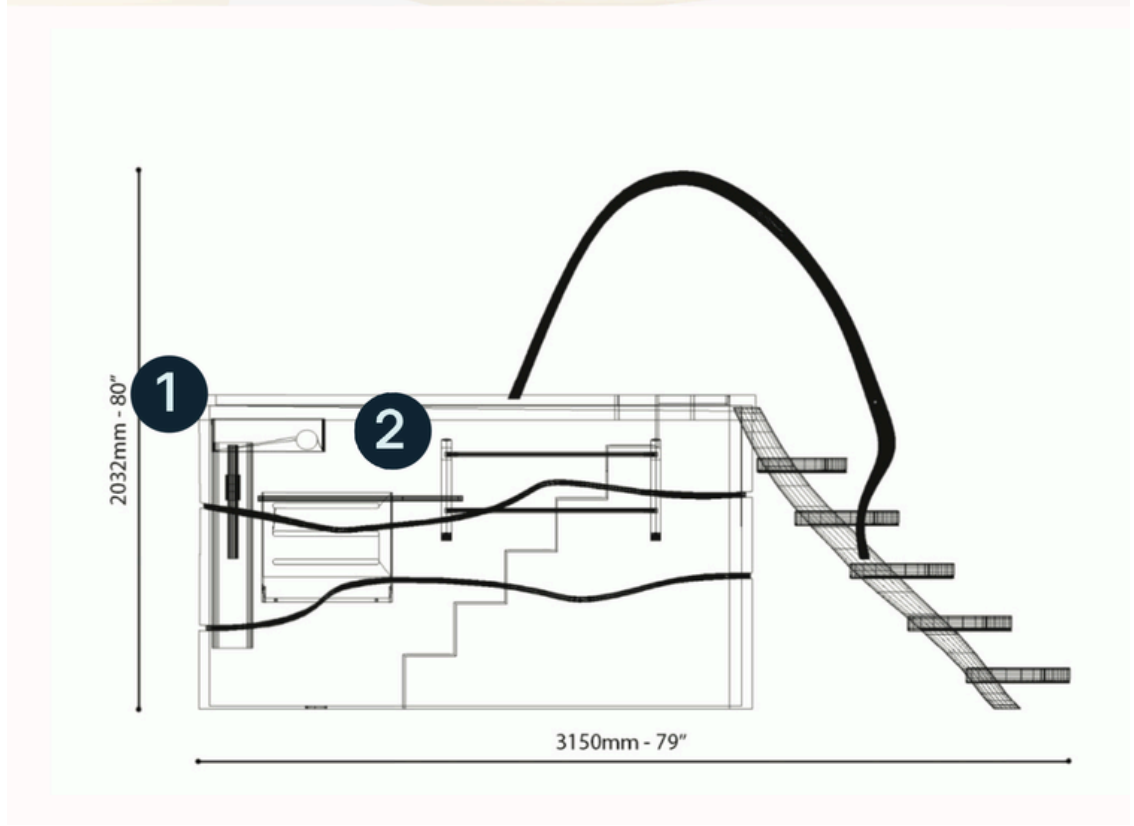
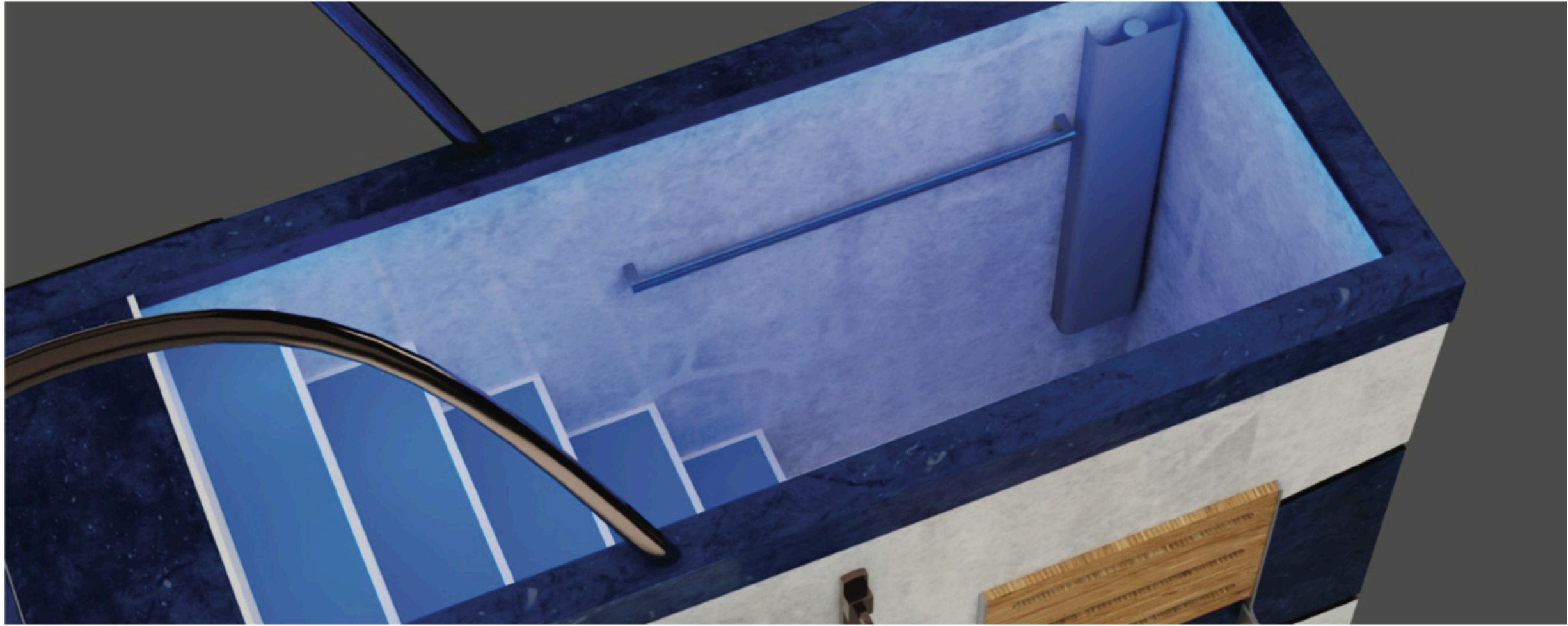




**CLIENT:** Jewish Innovations

He sells Halachically-innovative products — his first being a \$12,000 private mikvah — and has many more inventions in mind. Ready to dive in?





 **Kosherlogic**



**CLIENT:** AI Business Platform

Name confirmed. Dev in progress.  
There's a streamlined world coming, folks.



**CLIENT:** Educational Game Maker

Name registered. Game's in development.  
Actually, yeah — I made the game's name too.





**CLIENT:** AI Personal Model

Name confirmed. Dev in progress.  
They're taking over — in a good way!



**CLIENT:** Cell Phone Store

Name confirmed. No idea what's up there.  
But it's a great one and can't wait for its launching.



**CLIENT:** Cleaning Products Line

Currently in production.  
Expect them on shelves soon.



**CLIENT:** Myself... whaaat?!

Yes, don't tell me you really thought my birth  
name was Uzi... *or did you???*

Lol, let this be my worst naming ever..

In any case, see my pretty self at [UziWeiss.com](http://UziWeiss.com).

Or don't, if you value your sleep.



**CLIENT:** \_\_\_\_\_

Please don't let me leave the client line empty...  
It's so embarrassing and weird.

Worst case, hire me and don't pay afterwards for  
my hard work — you know what I mean?

(Note: There is still an arrow in the corner for you to  
follow. The next step is onward. Good luck!)



**UZI WEISS** BELIEVES IN SERIOUS  
MARKETING. NO, SERIOUSLY.

HE'S ALSO A ~~FUNNY~~ HUMOROUS  
FELLOW, OR SO HE'S KINDLY TOLD.

HE BELIEVES ONE DOESN'T NEGATE  
THE OTHER. **WHAT DO YOU THINK?**

