

# WHAT'S IN A NAME?

Believe it or not, having a good sounding, easy to remember name really matters. In fact, if you don't have one, it could be what's holding you back in your career. The fact is, when your name has too many syllables and is hard to pronounce, it is hard for the human brain to remember. I hate to say it, but human beings are lazy. Make it easy for them to remember you!

Here are Coach Candy's 5 Name Change tips:

1. 3 and 5 syllable names are the most memorable.
2. Your name should be easy to pronounce. Sometimes adjusting the spelling will smooth that out.
3. Make sure your name looks and sounds the same.
4. If you don't like your last name, try using your middle name as a last name.
5. If you can't adjust your given name to something more memorable, dig into your family history and find a name you like and start using it professionally. Think of it as a way to honor a relative. And remember: your legal name stays the same.

\*Bonus tip: Avoid the temptation to hyphenate you name. Hyphenated names are by far the hardest to remember.

Remember: No matter how you sound, I can make you sound better.