

# WORLD NUMEROLOGY



## Name Advisor for Business

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## THE NAME ADVISOR FOR BUSINESS

*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 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 chose the best name for a product, business, or other venture.*

*I use a star rating from 1 to 5 stars. The higher the rating, the better, but a 5/5/5 star rating is not always possible or desired. The descriptions tell you what effect the name has on the people you try to reach - use that is your primary guideline.*

*I wish you the best with your new endeavor.*

### HOW IT WORKS

*The Name Advisor uses 3 to 4 topics.*

*The Dominant Impression explains the initial and most strongly felt influence of a name.*

*The Vowel Vibration focuses on the vowel sounds.*

*The Base Vibration, which could be considered an underlying tone or rhythm, is based on the consonants.*

*The Overview tells you about the relationship between the different vibrations.*

*Although two names can have a similar Dominant Impression, the chance of two names also having the same Vowel and Base vibrations is much smaller.*

*The Overview is as important, if not more important, as the other sections when considering a name. However, don't focus only on getting the highest rating of stars.*

*Use your own analytical powers. Think about the two or three different vibrations. Do they feel suitable for the name or object? For example, If you are starting your own accounting firm, you should look for a name that reflects dependability, trustworthiness, stability, even if that name is also described as boring and rigid. On the other hand, if you are looking for a name for a store selling camping gear and scuba diving lessons, you want a name that conveys a dynamic, risk-taking, freedom-loving nature.*

*When you look at the results of names you entered, keep in mind that there is no such thing as a perfect name. Every name, number, or combination of both, will have some negative as well as some positive attributes.*

## **SUMMARY**

### **Name Analyzed Johnson**

The Dominant Impression in Johnson is 5

The Vowel Vibration in Johnson is 3

The Base Vibration in Johnson is 2

Conclusion

## THE DOMINANT IMPRESSION

*This section describes the first and dominant impression the name Johnson conjures up in most people. This is generally the most important part of the analysis.*

### The Dominant Impression in Johnson is 5



The name Johnson induces a sense of freedom and adventure, risks and rewards, gambling and daring acts of courage. The name has passion and excitement.

One senses that Johnson can do anything, is extremely capable, and a true survivor. It is also highly flexible, can adapt to new circumstances quickly, and has excellent reflexes; often, important decisions are made in seconds, seemingly impulsively even, but due to sharp intuition and intelligence, those decisions are almost always right on.

Youthful, dynamic, and energetic, this name draws people who want things to be "different," and don't like the tried and proven.

Social, outgoing, something skirting the acceptable - or even pushing the envelope of what is "legal."

Positive characteristics: Productive, dynamic, adaptable. Good at self-promotion.

Negative characteristics: Can be unorganized, scattered. Lacks direction. Needs maturity and discipline.

## THE VOWEL VIBRATION

*The Vowel Vibration of a name enhances or decreases the impact of the Dominant Impression, and sometimes adds a completely different flavor. Read about the Vowel Vibration with the Dominant Impression in mind.*

### The Vowel Vibration in Johnson is 3



The vowels in Johnson add joy, inspiration, creativity, and a happy-go-lucky feeling. They add light and humor to the Dominant Impression. They inspire enthusiasm and excitement. The vowels make Johnson more energetic and dynamic. They also give one a feeling of mental and emotional balance. They

certainly enhance its ability to draw people.

However, the energy the vowels in Johnson reflect can also be scattered and people are not immediately convinced that it will deliver on its promises. It is short on discipline and focus.

## **THE BASE VIBRATION**

*The Base Vibration is subtler than the Vowel Vibration but should be considered equally important.*

### **The Base Vibration in Johnson is 2**



The Base Vibration in Johnson is friendly and unpretentious. It is generally perceived as gentle and safe. It draws people because it makes the name Johnson feel warm and unthreatening. There is a feeling of caring and healing, and of patience, sympathy, and compassion. The Base Vibration also adds a sense of community and of belonging. All in all, the Base Vibration seems peaceful and harmonious to most people. However, there is also a perception of vulnerability. It almost certainly will cause some people to underestimate what Johnson represents.

## **CONCLUSION**

*The conclusion looks at the combination of the numbers dominating the name.*

*The star rating is rather relative depending on whether the qualities of the numbers are particularly suitable to a business. Add the stars to get some idea of the suitability of the name, but you should more closely consider the descriptions.*

### *Conclusion*

The Dominant Vibration and the Vowel Vibration in Johnson are compatible and strongly reinforce each other. 5 Stars.

The Dominant Vibration and the Base Vibration though contrary, do not clash. At times they complement each other. 3 Stars.

The Vowel and Base Vibrations oppose and conflict. 1 Star.

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 is not 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.

Visual Arts/Photography, Media/Communications, Business (various), Retail, Consulting, Financial Planning, Medical, Public Relations/Marketing, Advertising, Law Enforcement/Military, Environment/Recycling, Travel, Counseling/Therapy, Music/Dance/Acting, Real Estate, Heavy Machinery.