AIFreeForever

The Made-Up Word Workbook, 2026

This workbook is for brand namers, game makers and writers who need words that do not exist yet. It covers how a pronounceable word is built, the five sound styles, how syllable count changes the feel, and a test for brand names.

How a pronounceable word is built

- **Onset:** the consonant or cluster at the start of a syllable (bl, tr, th).
- **Nucleus:** the vowel sound in the middle (a, ae, oo).
- **Coda:** the optional consonant at the end (n, st, ng).
- Join one to five syllables and the word can always be said aloud.

The five sound styles

English-sounding	blorvin, snaket, thrumpal: brand names and product lines
Fantasy / Elvish	aelior, velthae, noriaen: characters, places, book series
Sci-fi / Tech	kaxon, syntev, vexilor: startups, apps, alien species
Cute / Playful	miblee, noolay, pippoo: children's media and pet names
Weird / Unusual	qraeuo, vzhoei: art projects and absurd humour

Syllables and feel

- **1 syllable:** blunt and punchy.
- **2 syllables:** versatile and brandable.
- **3 syllables:** complete and authoritative.
- **4 or 5 syllables:** epic, for gods, ancient cities and starships.

The brand name test

- Can a friend spell it after hearing it three times?
- Is it short, two or three syllables?
- Does it mean something rude in another major language?
- Is the domain name free?
- Did a trademark search come back clear?

My favourite words

Word	What it could name	Passed the test?

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