

A FREE FIELD GUIDE FROM KURV · BOOK 05

Name It, Tell It



How to name your NFT collection, write its story and make a page people remember

FREE

A free field guide from KURV. For creators who've got art (or are making it) and want the words around it to be just as good.

Apply at kurv.fun/apply

KURV is testing on Base and Solana, with mainnet coming.

Before we start

You can spend weeks on your art and then name the collection in five minutes. A lot of people do. And then they wonder why nobody remembers it.

The words around your collection matter: the name, the one-line pitch, the trait names, the short story, the description on the page. They're what people read before they decide whether to look closer. They're what people repeat when they tell a friend.

This book is about getting those words right. It doesn't cover drawing your traits (that's *Draw Your Traits Yourself* and *Draw Your Traits With Your AI Agent*) or putting the collection on KURV (that's our step-by-step walkthroughs). It's about everything you write.

What's inside:

- Finding the core idea of your collection
- Naming: how to pick a name that sticks
- The one-line pitch
- Naming your traits
- Writing a short story or world
- The collection description
- Voice: sounding like you
- Checking your words before you publish
- Worksheets

Find the core idea

Before you name anything, figure out what your collection is *about*. Not what it looks like. What it's about.

Answer three questions

- 01 **Who are these characters, or what are these pieces?** Cats. Robots. Little haunted houses. Abstract shapes.
- 02 **What's the feeling?** Funny, cozy, eerie, chaotic, calm, rebellious.
- 03 **What's one thing that makes them different?** They're all grumpy. They each have a tiny job. They're drawn on receipts.

Write one sentence

Combine those answers into one sentence. "Grumpy cats who all have tiny jobs."
"Cozy haunted houses drawn in crayon." "Robots that are bad at being robots."

That sentence is your core idea. Every word you write later should fit it.

Test it on a friend

Say the sentence to a friend. If they smile, laugh or ask a question, you've got something. If they look confused, simplify.

Naming the collection

What makes a good name

A good collection name is usually:

- ☐ **Short.** One or two words is easiest to remember and to type.
- ☐ **Easy to say.** If people aren't sure how to pronounce it, they won't say it out loud.
- ☐ **Easy to spell.** People search for it. Weird spellings make that hard.
- ☐ **Connected to the core idea.** It doesn't have to describe it, but it should feel like it.
- ☐ **Not already taken.** Search for it before you get attached.

Ways to find a name

- ☐ **Describe it.** Simple and clear. "Max Cat" works because it's a cat named Max.
- ☐ **Name a character.** If there's a main character, name the whole collection after them.
- ☐ **Name a place.** If your pieces all live somewhere, name the place.
- ☐ **Use a feeling word.** One word that captures the mood.
- ☐ **Mash two words together.** Two short words that each mean something.

Make a long list first

Write at least twenty options. Bad ones too. The good ones usually show up after you get the obvious ones out of the way.

Then cut it down

Cross out anything that's hard to say, hard to spell, already taken or doesn't fit the core idea. Say the last few out loud. Sleep on it. Pick the one you still like the next day.

Check it everywhere

Before you commit, search the name on social platforms and on NFT marketplaces. If someone else already has it, especially for something similar, pick another one.

The one-line pitch

The pitch is the sentence that goes under your name. It's what people see first on your page, in your posts and in your bio.

Start from your core idea

Your one-sentence core idea from chapter 1 is a great first draft. Now make it sound good.

Make it specific

"A collection of unique characters" could be anything. "Grumpy cats with tiny jobs, drawn one whisker at a time" is something.

Keep it short

Aim for one line, under about 15 words. If you need a second sentence, that's what the description is for.

Leave out hype

Skip words like "revolutionary," "the best" or "the next big thing." People tune them out. Specific and honest beats loud.

Never promise money

A pitch should describe the art and the idea, not what someone might earn. Every price and buyer is up to the market, so keep money out of it.

Naming your traits

In a collection built from layers, every trait has a name. Collectors see them on every piece. Good trait names are a small detail that make a collection feel thought-through.

Pick a style and stick to it

Decide how your trait names will sound:

- ☐ **Plain:** "Red hat," "Blue background," "Sleepy eyes."
- ☐ **Themed:** names that fit your world. For a cat collection: "Laser pointer," "Box," "3 AM zoomies."
- ☐ **Funny:** jokes, puns, little references.

Mixing styles is confusing. Plain is never wrong. Themed is more memorable.

Keep them short

Trait names show up in small boxes. One to three words is best.

Make them easy to scan

Collectors filter by traits. Clear names help them find what they want. "Crown" is easier to filter than "The Royal Headpiece of Destiny."

Name the layers too

Your layer names (Background, Body, Eyes, Headwear) are also shown. Keep those plain, so people always know what they're looking at.

Check spelling

A typo in a trait name shows up on every piece that has it. Proofread your list before you publish.

Writing a short story or world

Not every collection needs lore. But a little story can make people care more.

Small is fine

You don't need a novel. A short paragraph about who these characters are and where they live is plenty. Some of the best collection stories are three sentences long.

Use a simple shape

Try this:

- 01 **Who they are.** "The cats of Tiny Town all have jobs."
- 02 **What's going on.** "Most of them are bad at their jobs."
- 03 **Why that's fun.** "Nobody's been fired yet."

Leave space

Don't explain everything. Leaving some mystery lets collectors imagine their own stories, and lets you add more later.

Write only what's true

If your story mentions things that will happen later (new characters, new art, events), only say what you actually plan to do. Avoid promises you can't keep, and never promise dates or value.

Let it grow

Your story can grow over time with your community. Posts, fan art, new pieces. Start small and build.

The collection description

The description is the longer text on your collection page. It's where people go when they want to know more.

What to include

- ☐ **The pitch**, in one line at the top.
- ☐ **What it is**. A sentence or two about the art: what kind of pieces, still or animated, how they're made.
- ☐ **The story**, if you have one, kept short.
- ☐ **Who made it**. A line about you.
- ☐ **Where to find you**. Your social accounts.

What to leave out

- ☐ Promises about price, returns or future value.
- ☐ Long walls of text. Short paragraphs read better.
- ☐ Anything you're not sure is true.

Read it as a stranger

Imagine you've never heard of your collection. Read the description. Do you understand what it is in ten seconds? If not, cut and simplify.

Voice: sounding like you

Voice is how your writing sounds. The best collection pages sound like a real person made them.

Write how you talk

Read your words out loud. If you'd never say it that way to a friend, rewrite it. Casual is fine. Contractions are fine.

Pick three voice words

Write three words for how you want to sound. "Funny, warm, a little weird." "Calm, simple, honest." Check everything you write against them.

Be consistent

Your collection page, your posts and your trait names should all sound like the same person. It makes your collection feel like one thing instead of a pile of parts.

Avoid stock phrases

Generic hype phrases make everything sound the same. Say something only you would say about your own art.

Check your words before you publish

Once a collection is published on KURV, some things about it are fixed. Before you publish, check your words carefully.

Proofread everything

Name, pitch, description, every trait name. Read them twice. Ask a friend to read them too. Typos are easy to miss when you've been staring at something for weeks.

Check every claim

For every sentence, ask: is this true? Can I back it up? Am I promising something? Cut anything that's not clearly true.

Check your links

Make sure every link in your description works and goes where you expect.

Read it on a phone

Most people will see your page on a phone. Check that it reads well on a small screen.

CHAPTER 09 · NAME IT, TELL IT

Worksheets

Copy these and fill them in.

Core idea

Who are they? _____
 What's the feeling? _____
 What's different? _____
 One sentence: _____

Name list

1. _____	6. _____	11. _____	16. _____
2. _____	7. _____	12. _____	17. _____
3. _____	8. _____	13. _____	18. _____
4. _____	9. _____	14. _____	19. _____
5. _____	10. _____	15. _____	20. _____

Top three: _____ / _____ / _____

Searched for each? Y / N

Final pick: _____

Pitch

Draft 1: _____
 Draft 2: _____
 Final (under ~15 words): _____

Trait naming style

Style (plain / themed / funny): _____
 Layer names: _____, _____, _____, _____
 Spell-checked? Y / N

Voice

Three voice words: _____, _____, _____

Cheat sheet

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- ☐ **Core idea:** who, feeling, what's different, one sentence.
 - ☐ **Name:** short, easy to say, easy to spell, fits the idea, not taken.
 - ☐ **Pitch:** specific, short, no hype, no money promises.
 - ☐ **Traits:** one naming style, short, easy to filter, proofread.
 - ☐ **Story:** small is fine, simple shape, leave space, only what's true.
 - ☐ **Description:** pitch, what it is, story, who you are, where to find you.
 - ☐ **Voice:** write how you talk, three voice words, stay consistent.
 - ☐ **Before publishing:** proofread, check claims, check links, read on a phone.
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THE LAST PAGE

Ready to put it on KURV?

Got your name, pitch and story? Pair them with your art and bring it to KURV.

Log in at **kurv.fun** and look around. Anyone can browse and mint, no invite needed.

Making a collection? Apply at **kurv.fun/apply**. KURV is testing on Base and Solana, with mainnet coming. Want to try it first? Testing is open to anyone, and testers get a free mint on mainnet as a thank-you for helping shape KURV.

Nothing here is financial advice. Every price and buyer is up to the market.