



**M**ichelle Helin is co-author of [Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales](http://www.emotionaltriggerresearch.com) published by Career Press Inc. <<http://www.emotionaltriggerresearch.com>> and has served as a senior marketing and sales officer for Fortune 500 companies. She has broad experience in the areas of naming, positioning, branding, and corporate identity projects in the U.S. and abroad. Ms. Helin is the founder of Michelle Helin and Associates, a global market research firm. She is also a strategic partner of Pennebaker Marketing and Communications in Houston, Texas. She personally conducted the Market Research on the name REALAID. Her findings led to these conclusions:

“The results of this comprehensive online survey support the assertion that RealAid is a unique brand name that has a definite, positive correlation to and is strongly associated with multiple product categories, specifically Safety and First Aid, over-the-counter Pharmaceuticals, and Personal Health/Herbal/Holistic Products and Hygiene Aids. These product categories have a strong correlation with existing similar-sounding brand names that could be leveraged for RealAid’s entrance into the market. 89% of the survey respondents were either positive or open and receptive to the name.”

—— Michelle Helin