According to “conceptual mismatch” arguments, if there is a conceptual mismatch between the descriptions associated with an ordinary concept and some features of the alleged referent, then that entity cannot be the referent. In this chapter I would like to examine the structure and prospects of conceptual mismatch arguments of this sort. I will argue that these arguments point to some crucial methodological questions, such as how much divergence between our descriptions and the nature of the referent can be allowed, and I will put forward a new answer to this question, in terms of an appeal to normative considerations, which can be very helpful and even indispensable in order to settle matters of reference.