

*this is a brief guide to help you pick the right name for your business.*

1. IDENTIFY YOUR COMPETITORS, NOTICE HOW THEIR BUSINESS NAMES ARE FORMATTED?

2. WHAT SETS YOU APART, WHAT MAKES YOUR BUSINESS UNIQUE?

3. DESCRIBE YOUR BUSINESS IN TWO WORDS?

4. WHAT IS YOUR STORY, IS THERE A PERSON, OBJECT, PLACE THAT IS SIGNIFICANT TO YOUR BUSINESS?

5. WHO ARE YOUR DREAM CUSTOMERS, WHERE DO THEY SHOP?

6. BRAINSTORM, LIST 3-6 OTHER BUSINESSES IN YOUR INDUSTRY NOTICE HOW THEIR BUSINESS NAMES ARE FORMATTED, AND WHAT THEY HAVE IN COMMON?

7. CONSIDER USING YOUR PERSONAL NAME? WHAT ABOUT INCORPORATING YOUR INITIALS?

8. WRITE DOWN 3 PROSPECTIVE BUSINESS NAMES, ARE THEY MEMORABLE, UNIQUE, RELEVANT?

9. IS THE DOMAIN NAME AVAILABLE ON ALL 3?

10. ONCE YOU PICK A WINNER PURCHASE THE DOMAIN NAME ASAP ?

NOW YOU HAVE YOUR BRAND NEW BUSINESS NAME, IT'S TIME TO GET YOURSELF A FABULOUS DESIGNER TO HELP YOUR BRAND SOAR !

