



DAY 3 - WORKSHEET

NAME YOUR BUSINESS

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NAMING YOUR BUSINESS

A business name should be memorable, clear and interesting. You might not need to reinvent the wheel, but you do need to select a name that tells people what you do. Here are a few exercises to help you get your process started.

EXERCISE 1

Before you choose a name, develop a few options based on what you do, your niche, and your favourite themes linked to your niche. Remember, you might not be able to register your first choice, so you need a few options:

List three ideas based on the products or services you plan to provide (e.g. Event linens, Custom event invitations, Event coordination and production):

1.
2.
3.

List three ideas based on your special niche (e.g. affordable event linens, exclusive invitation designs for small businesses, event coordination and production for tech startups):

1.
2.
3.

List three ideas combining a favourite theme with your special niche: (eg. Bollywood Night styled event linens, Great Gatsby Event Invitations, Insta Party Business Product Launch):

1.
2.
3.

EXERCISE 2

Now let's try finding a list of companies and phrases that impresses you. For example: I am obsessed with the event planning company name "Save the Date".

List three business names that you love (this does not have to be in your industry):

1.
2.
3.

List three words that resonates with you that might be used to describe your business:

1.
2.
3.

EXERCISE 3

Now that your ideas are flowing I want you to use the space below to try pairing different words and ideas from Exercise 1 and 2 to form a list of names that you like:

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NOW LET'S EVALUATE THE NAME YOU CHOSE

Once you have found a good name try completing the evaluation below.

Questions to ask yourself:	Yes	No: If no, why not?
Have you said it aloud to make sure it's easily understood and pronounced? Has it passed the test with your family? Have you had a friend call to see how it sounds over the phone? Is it short and sweet O memorable?		
Have you checked Google to make sure the same or a similar name is not already listed? Is your name available from a .com domain?		
Have you checked with your local business authority to make sure the name is available?		
Have you started your trademark search?		