



THE BUSINESS GIRL

putting your business into words

# BRAND LIKE A BOSS

## HOW TO NAME YOUR NEW BUSINESS

[www.thebusinessgirl.com](http://www.thebusinessgirl.com)

# HI, FRIEND!

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One of the most critical steps in your new business' success will be in coming up with a name that captures the spirit and vision of your brand.

Some critical steps to come up with a name for your business will be determining whether anyone else has chosen the same name, whether the website is available, and whether you can build a social media following around the name.

I've created this worksheet to help you come up with the ultra cool name that will set your business up for success.

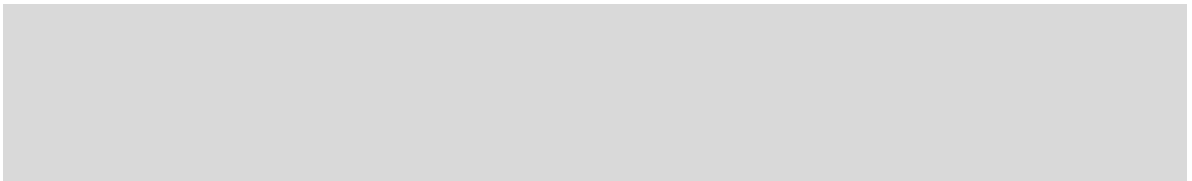
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# NAMING + BRANDING

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When it comes to naming your business it can be a complicated endeavor. You will need to come up with some that is unique for YOUR business, but not so unique as to confuse customers. You will need to make sure your name is available to use and hasn't already been snagged by some other entrepreneur.

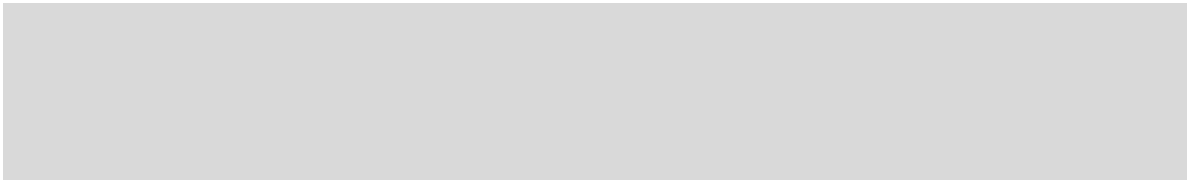
1. WHAT VALUE DOES YOUR BRAND BRING TO YOUR CUSTOMERS?



2. WHAT THREE WORDS DO YOU WANT YOUR BRAND TO CONVEY?

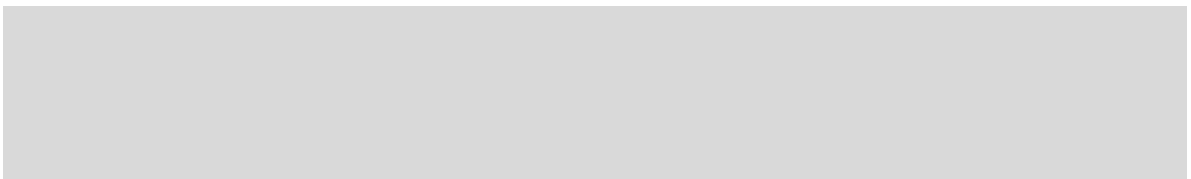


3. WHAT ARE YOUR PRODUCTS OR SERVICES?



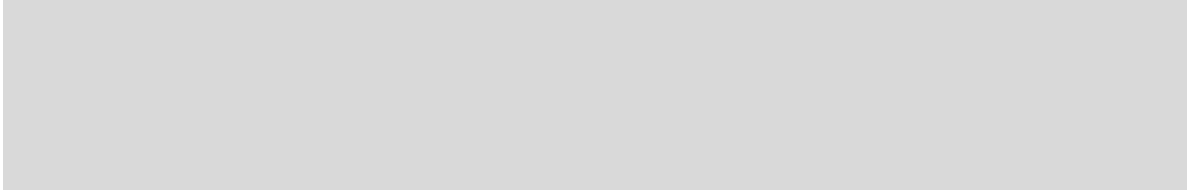
4. WHO ARE YOUR CUSTOMERS?

Define who you will sell to - what are their interests, where do they live, what do they look like, where do they work? The more detail, the better.



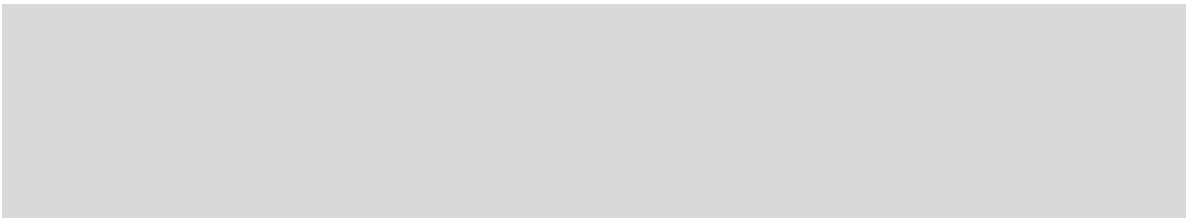
## 5. WHAT VIBE DO YOU WANT YOUR BRAND TO CONVEY?

Traditional or modern? Comfortable or vibrant? Whimsical or straight laced?



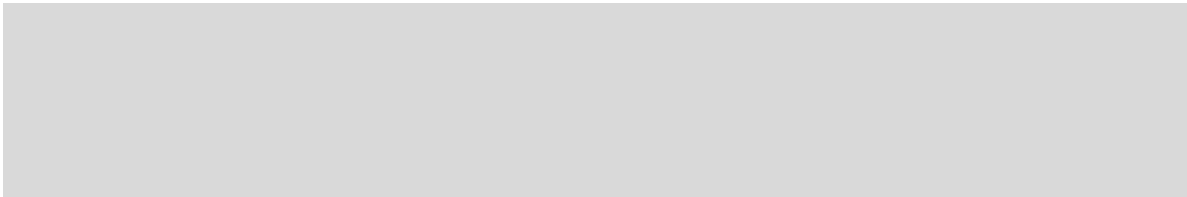
## 6. HOW DO YOU SEE YOUR BRANDING?

Are there colors or images that capture your brand? Are there feelings you want to elicit with your branding?



## 7. WHAT BRANDS DO YOU LOVE?

Think of some brands you love and find what strikes you as similar or different. What are some words about how they make you feel?



Now do some research. Take a look at your responses and see what words or themes emerge. Start with a simple online search checking to see if there are other businesses with same name. Check online with a domain hosting service to find out if the .com domain is available. Then go search at your state's Secretary of State website to see if the name is available to be registered. Finally go to your favorite social media platforms and find out if your preferred usernames are available. You may strike gold and find the perfect name the first around, but don't be surprised if you need to try a few different options until you find the perfect name for your new company.