



TIPS & TRICKS FOR
RUNNING A SMALL BUSINESS

CHOOSING THE PERFECT BUSINESS NAME

1. Define Your Brand Identity

Define your business's mission, vision, and values. Identify your target audience and their preferences. Choose a tone and style that reflect your brand (e.g., trendy, upscale, rustic).

2. Brainstorm Potential Names

List words and phrases related to your business. Choose names that convey your brand's essence and are easy to pronounce, spell, and *remember!*

3. Research and Validate

Google It!

Search online for your potential names. Ensure no similar businesses, especially in your industry, are using them.

Check Availability

Verify state registration, URL, and social media handle availability for the name.

4. Get Feedback

Share your top name choices with trusted friends, family, or potential customers. Gather feedback on the clarity, appeal, and memorability of the names.

5. Consider a Tagline

Create a concise, memorable tagline that clarifies what you offer and complements your business name.

6. Think About Future Growth

Choose a name that allows for expansion into new products or services. Avoid names that might limit your business scope in the future.

7. Register Your Business Name

State Registration

Register your business name with your state's business registration office. Consider trademarking your business name for additional protection.

Domain and Social Media

Secure your business's domain name. Claim your business name on all relevant social media platforms.

8. Consistency Across Platforms

Ensure your business name, URL, and social media handles are consistent.

9. Legal Considerations

Check for any existing trademarks on your chosen name. Consult with a legal professional if necessary to avoid potential legal issues.

10. Set the Right Expectations

Ensure your business name and tagline set clear expectations for your customers and will reflect the quality and type of products or services you offer.

By following this checklist, you can confidently choose a business name that reflects your brand, resonates with your audience, and stands out in the market. Happy naming!