NAMING THE BUSINESS

Let's Grow Together

Choosing a name for your business is like naming a child—it's personal, emotional, and carries a legacy. It's the first impression you make, the word-of-mouth currency you trade in, and the brand identity you build around. But how do you come up with a name that's memorable, meaningful, and marketable? Let's break down the process and explore how to craft a name that resonates.

🎯 Step 1: Know Your Brand Inside Out

Before brainstorming names, get crystal clear on your brand's identity:

- Mission: What problem are you solving?
- Values: What principles guide your business?
- Audience: Who are you speaking to?
- Tone: Are you playful, professional, edgy, or elegant?

Your name should reflect the soul of your brand. A luxury skincare line won't sound the same as a quirky dog-walking service.

💡 Step 2: Brainstorm Without Boundaries

Start with a wide net. Jot down anything that comes to mind:

- Keywords related to your product, service, or industry
- Emotions you want to evoke
- Metaphors or imagery that represent your brand
- Foreign words, slang, or invented terms
- Your own name or initials (if personal branding is key)

Don't judge—just write. The magic often comes from unexpected combinations.

🔍 Step 3: Filter for Functionality

Once you've got a list, it's time to refine. Ask yourself:

- Is it easy to spell and pronounce?
- Is it unique and memorable?
- Does it avoid negative connotations or confusion?
- Is the domain name available? (Check .com, social handles, etc.)

- Is it legally available? (Search trademarks to avoid future headaches)

A great name is both creative and practical.

🧪 Step 4: Test It Out

Before committing, test your top contenders:

- Say them out loud. Do they roll off the tongue?
- Ask friends, family, or potential customers for feedback.
- Imagine the name on a business card, website, or storefront.
- Google it. What comes up? Any unwanted associations?

Sometimes a name sounds great in your head but flops in the real world.

🔁 Step 5: Be Open to Evolution

Your first idea might not be your final name—and that's okay. Some of the most iconic brands went through name changes:

- Google was originally "Backrub."
- Nike started as "Blue Ribbon Sports."
- Pepsi was once "Brad's Drink."

Don't be afraid to pivot if something better comes along.

✨ Bonus Tips for Inspiration

- Use a name generator to spark ideas (but don't rely on it entirely).
- Explore mythology, literature, or nature for symbolic names.
- Combine words or syllables to create something new (e.g., Spotify, Etsy).
- Keep it short—one to two syllables is often ideal.

🚀 Final Thoughts

Your business name is more than a label—it's the beginning of your story. Take your time, trust your instincts, and choose something that feels right. When you land on the perfect name, you'll know. It'll click. It'll stick. And it'll carry your brand into the future.

Ready to brainstorm together? I'd love to help you come up with some name ideas tailored to your business. Just tell me a bit about what you're building.

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