Business Name Change Checklist

By Jake R Brady

- ☐ New Business Name
  - ☐ Choose a new business name.
  - ☐ Set goals around the attributes of the new name.
  - ☐ Check if your chosen name is not taken.
  - ☐ Select a group of trusted customers and talked to them about the new business name.
  - ☐ Pass a resolution to change the company's name to the company's directors.
  - ☐ Register your new business name with your state attorney general.
- ☐ Changing Business Name
  - ☐ Change the name on the automatic answering telephone.
  - ☐ Ask each employee to re-record their voicemail if they use the company name.
  - ☐ Change the name on the logo of the web site.
  - ☐ Update all the pages on the website.
  - ☐ Get the domain for the new name and redirect the old site.
  - ☐ Leave a 'trail' in the meta tag description and keyword of the old name.
  - ☐ Have a transition on the return address of the envelopes so you don't lose your cash flow when your customers throw away your invoices.
  - ☐ Make it into a celebration so the old time employees have closure.
  - ☐ Write a press release and post it on your website explaining why.
  - ☐ Update your listings in directories.
  - ☐ Post a press release on PRWeb, PRNewswire and the like.
  - ☐ Send a letter to all your customers: current, former and potential.
  - ☐ Make sure all the employees know, especially the ones off site.
  - ☐ Send a letter and email to all your vendors.
  - ☐ Order a new sign for out front.
  - ☐ Get a trinket: mousepads, tshirts, pens, baseball caps as appropriate.