

Business Name Checklist

By Jake R Brady

- ☐ Choosing a Business Name
 - ☐ Create a brief statement about what your business does.
 - ☐ Generate a list of words that can be used to describe your business.
 - ☐ Create five to ten potential business names.
 - ☐ Evaluate each potential name based on its ability to convey to customers what your company does.
 - ☐ Select the business name that will have the most general appeal.
 - ☐ Select a business name that will work on the Web.
 - ☐ Check to make sure that the selected business name is not already protected by trademark.
 - ☐ Make sure that there isn't already a business using that name in your market.
- ☐ A Good Business Name
 - ☐ Make sure it's memorable - but easy to spell.
 - ☐ It should have a strong visual element to it.
 - ☐ Make sure it has positive connotation.
 - ☐ Ensure it includes information about what your business does.
 - ☐ Keep it as short as possible.