

Business Name Checklist

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- 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.