

CHEAT SHEET

How to choose the right business name for your business

*An introductory guide to avoid the major
mistakes entrepreneurs make to shorten
your success journey*

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Introduction



The best part of starting or launching a business is choosing a name for it, like naming your child after they are born. You spend probably months trying to come up with the best name for your child to make sure it means something not only to you but to the child as well.

And if you are an extremely caring parent you will think about how the name is going to affect the child's life in school, between their friends, and later on in their lives.

Coming up with the “perfect name” is not an easy task, it is even more tedious when it comes to pick a name for the business.

Choosing the proper business name not only will help minimize the chances of disputing the name with other companies, or minimize confusing your customers but will help uniquely designate your business.



So take as much time as you need to name your business properly to ensure growing with your business goals long term.



PART ONE

*To remember before
choosing a business
name*



Naming a business

Stop Dreaming and start Acting!



Following points to remember before choosing a business name

- Naming a business needs to be based on how the customer or audience will get attached to it, remember it or not.
- The business name has a lot LESS to do with you the “entrepreneur” that it has to do with your audience, what they expect, and want.
- The name created has to be memorable, and difficult to ignore or forget.
- Do not create a cutesy, catchy name – people are serious about their needs
- Do not select a name that doesn’t reflect your services or mission

Naming a business

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- Do not pick a business name that does NOT reflect the mission of the business or what the business offers.
- The name chosen should be easy to spell and say while distinctive and attention grabbing not a long or confusing name.
- Do not chose a name that is too creative or emotionally meaningful just to you, but not in a practical sense to your customer.
- Do not choose a business name that
- Choose a name that is emotionally engaging or triggers an action or reaction in your customer.
- Think Results: A name should have a promise of a result or at least in the sub-title: The only thing customers care about is RESULTS

Naming a business

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- .Add resonance or rhyme- (End of the word) to stay in your customer memory, the names are remembered by sound not by sight so you need to create a repetitive or rhyming sound to stick to the memory of your client.
- Naming by association in the minds of the customers: ACURA (ACU) precise or ZAPPOS (Zapatos) shoes in Spanish.
- Name by combining words use sites like Naminum.com OR Namemesh.com for a wide range of variations

The name created needs to be TANGIBLE and SPECIFIC not GENERIC or ABSTRACT, as well as POWERFUL that are emotional; not POWERLESS necessarily common or logic.



PART TWO

*Finalizing your
business name*



Before finalizing your business name

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- **Before finalizing your business name**
 1. Come up with 3 or 5 business finalists' names
 2. Do Business Directories search for the name that you will chose
 3. Do a Google search that it is not in use by someone else
 4. Check with your city or county's database of "fictitious business names," or DBAs lists (Doing Business As) if someone else is using that name

Before finalizing your business name

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5. If you will trademark your representative/ lawyer can check if in use already. A trademark is any name, logo, symbol, phrase, or slogan used in connection with anything that has to do with your business' products or services.
 - The business name or your services' or programs' names can be considered trademarks. Trademarks can be registered with the [United States Patent and Trademark Office \(USPTO\)](#).
6. If you will create an “LLC”, “S or C Corp” check if the name is already in the database of your state.

Before finalizing your business name

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7. Make sure that you can buy the domain name – for example check “Go Daddy” and reserve the domain name by buying it to avoid your brand hi jacking. Always buy the domain names for at least two years not one year.
 - The Domain name extensions are many (.com, .us, .net, .org, etc.). When choosing a domain name you are offered to buy the rest of the extensions beside the (.com) for a reduce price. You do not really need to do that, just get the (.com)
 - In general, people trust the (.com) more than any other extension and they will look mainly for the (.com) extension unless you are a nonprofit then the (.org) will work.

Before finalizing your business name

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8. Remove the ones already in use- consider the names left; which one fits best your objectives, which one you feel will connect with your customer better
9. If they are all taken or in use by someone else, start the process from scratch
10. Name is available on all social media platforms (discussed later), you can use: Namechk.com or knowem.com

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30 minutes
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This eBook is an extract of my book “49 things about Entrepreneurs, that experts do not want you to know

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