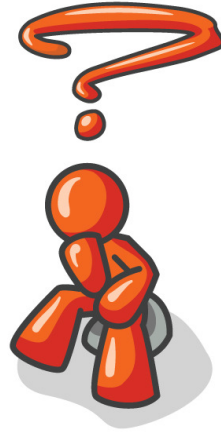# What's in a name?

A lot when it's the name of your business!

What's in a name? Plenty. In fact the success or failure of a company or a product can often be linked to how attractive, easy-to-remember and meaningful its name is. Before you come up with a new name for your company or for your product, make sure you do justice to it and allow yourself time to come up with a really good name.

List three name ideas based on the products or services you plan to provide (e.g., children's clothing, custom menu design, aromatherapy products):

1. _____

2. _____

3. _____

List three name ideas based on your special niche (e.g., affordable children's special occasion clothes, exclusive designs for the small restaurateur, aromatherapy for the office environment):

1. _____

2. _____

3. _____

Check out key words people might type in to find your business in a search engine

(**Google Keyword Tool or the WordTracker Keyword tools are the best to start with**) from this research you can then check to see if the Internet Domain name is available (**try www.bigdaddy.com for free**). Also try http://www.dotomator.com an online site that allows you to make up names you can then check on availability to see if the web address has been taken.

Then write down three suggestions:

1.

_____

2.

_____

3.

_____

List three name ideas combining a favourite theme with your special niche: (e.g., Tea Party children's party clothes, Table for Two menu designs, The Tranquil Desk aromatic office products):

1.

_____

2.

_____

3.

_____

After you've decided which name you like best, ask yourself a few important questions

- Have you said it aloud to make sure it's easily understood and pronounced? (Has it passed muster with your family? Have you had a friend call to see how it sounds over the phone?)

- Have you checked your local Yellow Pages to make sure the same or a similar name is not already listed?

- Have you checked with your local business authority to make sure the name is available?

- Have you started your trademark search?