

Business Name Creation Worksheet

One of the most important parts of building a business is creating its name. It must be attractive, creative, full of identity for your business, impactful, succinct and easily recognized as what you do as well as well. Sometimes creating an acronym is the most captivating and creative method, easily transferable to a web domain name that PEGS (perfectly engages garnered support) you from the get go. This is serious, but the more fun you have in creating it reflects in your business outcome.

List three ideas based on the product or service you plan to make available (e.g., home inspection, landscaping, food products, website design):

1. _____
2. _____
3. _____

List three thoughts based on your special niche (e.g., bridal dresses, theme restaurant, and western attire):

1. _____
2. _____
3. _____

List three thoughts combining a pet theme with your special niche (e.g., old time bridal dresses, law enforcement theme restaurant, leather western attire):

1. _____
2. _____
3. _____

List some buzz words or jargon that applies specifically to your target market (e.g., GOWNS, PADDY, CHAPS):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Play with the terms to see if there is a 'natural' acronym or hook that emerges. Try several and don't be in a big hurry for something to manifest. This is your business, give this process care and the time it deserves to be the best it can offer for your business success. This is just an option for you to consider.

Look over what you've compiled and see if a name or central thought appears. When one does, let a few more evolve too. Don't stifle the creative flow. If it doesn't flow and you need help... contact Zen at [BeTheDream](#).

After you've determined which name you like the most, ask yourself a few pertinent questions:

- * Is it easily pronounced? What does it mean in another language?
- * Have you checked with the Secretary of State to make sure the name is available in your state?
- * Have you checked Google and the Yellow Pages to make sure the name is not already used by another business?
- * Register it with your Secretary of State. See [LISTING of WEBSITES](#)
- * Register the domain. [We Recommend 1&1 for Domain Names & Web Hosting](#).