

# *What to look for when* **CHOOSING A BUSINESS NAME**

## *Look for a business name that...*

- 1. TELLS THE RIGHT STORY ABOUT YOUR BUSINESS**  
More than anything, make sure the name you choose communicates the right characteristics of your business.
- 2. TOUCHES EMOTIONS**  
A business name that elicits an emotional response will engage your customers.
- 3. IS MEMORABLE**  
A few things that name a name memorable: It's offbeat or unexpected, it uses concrete words that evoke visual images, it uses concepts target customers recognize and understand.
- 4. ENGAGES THE SENSES**  
Good business names engage the senses, particularly with visual imagery.
- 5. IS SIMPLE**  
We prefer things that are simple. Your name should be easy to understand, pronounce and spell.
- 6. HAS THEMATIC POTENTIAL**  
A great company name will present opportunities to expand on a theme in other areas of your branding.

## *Avoid business names that are...*

- 1. MISLEADING**  
Check slang meanings and translations of your business name to avoid choosing a name that has an unintended meaning.
- 2. COMPLICATED**  
Be wary of names that use creative spelling or rely on a concept that's so complex or obscure no one will get it.
- 3. UNORIGINAL**  
A name that's too close to another company's name can be the source of all kinds of problems. An unoriginal, derivative name is not your best choice.
- 4. BORING**  
A name that lacks personality, doesn't evoke emotions or imagery, and doesn't leave any room to build on a theme won't make an impression on customers.
- 5. LIMITING**  
Beware of very specific names that may limit the future growth of your business.