Changing Your Company Name

Considering changing the name of your small business? We've changed our company name two times over the life of the business and boy, did we learn some lessons. Here is a checklist of things to remember to handle.



- [ ] Accounting templates and company name
- [ ] Bank account
- [ ] Bio's
- [ ] Business cards and other printed collateral
- [ ] Checks
- [ ] Collateral/company handouts
- [ ] Credit cards with the business name
- [ ] Domain name
- [ ] Email address
- [ ] Email signature file
- [ ] Employer Identification Number (EIN)
- [ ] Fax cover templates and forms
- [ ] Fictitious Business Name
- [ ] Internal memo template
- [ ] Letterhead and envelope templates
- [ ] Mail delivery people

- [ ] Merchant card provider
- [ ] Newsletter email address
- [ ] Phone service provider
- [ ] Resale license
- [ ] Return address stamp
- [ ] Shipping companies
- [ ] Shipping labels
- [ ] Subscriptions
- [ ] Voicemail message
- [ ] Website content (your own)

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