# HOW TO CHOOSE THE PERFECT NAME FOR YOUR BUSINESS

You're starting a new business and need to figure out the name. The problem is you don't know where to start because it's such a big decision. The name of your company might be around for the next ten, twenty, or thirty years. So you want to make sure and pick a good one. Below I go over how to choose the perfect name for your business.



## Step 1. Create a Rough Draft

- [ ] The first step is the most fun. Create a spreadsheet and start brainstorming possible names. Write down everything you can think of that relates to your business and brand. If you're starting a website focused on baking, you can brainstorm terms that relate to dessert, pastries, or recipes.

## Step 2. Use a Thesaurus

- [ ] Sometimes it can be tough to come up with ideas. If you're having trouble, use a thesaurus. This is a great way to come up with dozens of words that relate to your brand in only a few minutes. If you're starting a website on baking, you can find all sorts of new words you may not have thought of

## Step 3. Keep it Simple

- [ ] You want to avoid choosing a name that's too long or complicated. The easier it is to remember, the better. You want to make sure it's under 20 characters long, you avoid using numbers and hyphens, and it's easy to spell and pronounce. If you see anything on your list that's too long or complicated, cross them out.

## Step 4. Get Creative

- [ ] You also want to create a name that's unique. When the name of your company is one of a kind, it will help you stand out against competition, it becomes more memorable, and it will help you develop your brand. However, you also want to make sure it's relevant to your company. I Love Cupcakes is a great name for a company focused on baking although it may be confusing as the name of a lifestyle blog. So make sure the name you choose is unique while relating to your brand.

## Step 5. Avoid Unusual Spellings

- [ ] The next step is to eliminate any words you might have created on your own. For example, you might have been thinking about using "kupcake" instead of cupcake. Especially because every name you've been coming up with is already taken. The problem with "kupcake" is that it will make it more difficult for people to find your company. If someone hears about your company through word of mouth, they're probably going to assume you're using the traditional spelling. Therefore, it may be difficult to grow your community because people are searching for the wrong name. So go back to your list and cross off any words that have an unusual spelling.

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