

A Guide to Naming Your Business

A rose by any other name would smell as sweet... but would it sell as many flowers? Naming. It's one of the most exciting and potentially frustrating parts of starting a business. Here's how we approach it with our clients.



Start with a huge list of potential company names.

- Try to think of unique names, but not so different that no one will ever remember it.
- Two syllable names are easier for people to remember, and spell.
- Names that are phonetic (spelled exactly how they sound) lead to fewer misspellings in your search results, email, etc.

Pick 3-5 that make sense for your ideal customer.

- Think about your ideal customer. If you're selling a really high end product, you'll probably want a name that's sophisticated and elegant vs. one that's cute and basic.

Check to see which names are available.

- Check the business registration records for your state on the Secretary of State website where you live.
- Google it. See what kinds of businesses and websites come up. If there's something too similar, eliminate it.
- Go to <https://namechk.com> for a one-stop search of social media usernames, urls & trademarks.
- Go to <http://namecheap.com> to see url costs.

Register and claim your name.

- Register your b with your Secretary of State so anyone searching later sees that it's taken.

- Buy your url for your website.
- Claim your handle on Facebook, Pinterest, YouTube, Twitter and Instagram (whether or not you plan on using them)
- Decide if you need to trademark. If you're in a big industry (particularly food & beverage), and selling nationally, you should consider contact a trademark lawyer.