



Picking a Business Name

How do you pick a business name? You have three options.

The first is to pick an obscure name or made-up word, like Amazon or Xerox. The problem with that is that it is usually fairly difficult for a small business with a limited budget to get people to remember the obscure name. The second option is simply to pick a name you like – Bluebird Graphics or whatever. These sorts of names are fine, but they are unmemorable for the opposite reason – they are boring and forgettable.

The last option is usually the best. Here, you pick a name that says exactly what your business is going to do, the image you want to express, and the main benefit of the business. Here, you create a name such that, when people hear it, they know the benefits you are offering, for example, Jiffy Lube, Quicke Mart, Whole Foods, or Baja Fresh.

What sort of business is it?

What will be the distinguishing characteristics of the business?

What benefits will people get by coming to the business?

List five adjectives that will describe the business:

How will it be different than similar businesses?



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What are the names of similar businesses?

What are the good and bad things about those names?

Based on the above, come up with five possible names for you business:

Be sure the name is not already in local use and it is not too similar to that of a competitor. Look to pick one that is catchy and memorable; alliteration often works well. Be sure too to pick a name that is not difficult to pronounce or spell. When people Google it, you want them to be able to find you.