



## Naming

**Here are some action points** you need to do before you decide on a new name.

- Decide on what type of name will work best for your type of business and brand based on the 5 types of name mentioned in my video: Functional or descriptive, invented, evocative, experiential or acronyms.  
*Note: Whatever approach you take a good name markets itself.*
- Check the following:
  - **Is your new chosen name already in use** by another competitor or even in another business sector completely?  
Better safe than sorry!
  - **Is it broad enough** in case you want to expand into other products and services in the future?
  - **Is it easy to spell?**
  - **Your website domain name** (.com if you can get it). You can use **NameChk.com** for this. For a more comprehensive domain name availability search you can also go to: **www.enom.com**
  - **Your trademark** - Do a trademark quick online search to see if it is available in the classes you require?
  - **Social media** – Can you get the same username across each of your chosen social media channels such as Pinterest, Facebook, Instagram etc? You can use **NameChk.com** for this.
  - **Check Foreign translations** – If you plan on selling your product or service across multiple countries it may be wise to do



a quick online check. Just to make sure your new name does not have any obvious negative meaning in those countries.

- **Note:** Always give try and make an initial list of about 30 in not more possible names.
- **Other online tools you can use for checking possible names include:**
  - [knowem.com](http://knowem.com)
  - [namecheckr.com](http://namecheckr.com)
  - [checkusernames.com](http://checkusernames.com)
  - [namemesh.com](http://namemesh.com)