



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](https://www.knowem.com)
 - [namecheckr.com](https://www.namecheckr.com)
 - [checkusernames.com](https://www.checkusernames.com)
 - [namemesh.com](https://www.namemesh.com)