

Naming Your Business Considerations

Naming	Competitors
<ul style="list-style-type: none"> • Can you register the URL? • Can you register the trade mark? • Can you register a patent? • Ask for feedback. 	<ul style="list-style-type: none"> • Does the name help with SEO? • Does your name fit you client demographics? • Do you have a competitor with the same or a similar name?
Considerations	Branding
<ul style="list-style-type: none"> • Does your name say what you do? • Does your name tell potential clients what problems you solve? • Can people spell and pronounce your name? • Do a brainstorm exercise. 	<ul style="list-style-type: none"> • Does it tell your brand story? • Is it suggestive? • Is it descriptive? • Will the name have longevity? • Is it authentic to your business? • Will it work in other languages?

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