BUSINESS NAMING: ULTIMATE GUIDE

NAMING COMPARISON

Write your final selection of 10 name ideas in the left-hand boxes. Then mark each box with an X that fails the test. For example, if there is a trademark conflict, mark that box with an X. The name with the least X marks should be the top contender, unless there is a trademark issue or you have a really good reason to ignore the data.

	CRUCIAL		IMPORTANT			USEFUL		
Name Write your name ideas in this column.	**Trademark** Are there any legal conflicts, or is it a real word (e.g. Apple)?	**Domain** Can you secure the domain name (website address)?	**Social Media** Are the main Social Media platform profile URLs available?	**<5 Syllables** Is the name less than 5 syllables?	**Spellable** Is it easy to spell? Could you spell it just by hearing it?	**App Name** Are there any apps already listed with this name?	**Tagline Ideas** Does the name inspire good tagline Ideas?	**Language** Are there any potential language or cultural issues?