



HOW TO SELECT A STRONG BRAND NAME

1. DEFINE YOUR BRAND

WHAT DOES YOUR BUSINESS STAND FOR?

WHO IS YOUR TARGET AUDIENCE?

2. KEEP IT SIMPLE

EASY TO SPELL, PRONOUNCE, AND REMEMBER.

YOUR BRAND NAME SHOULD NOT BE LONG. SIMPLE AND EFFECTIVE.

3. BE UNIQUE

ENSURE IT STANDS OUT AND ISN'T TOO SIMILAR TO COMPETITORS.

4. CHECK AVAILABILITY

CONFIRM THE DOMAIN AND SOCIAL MEDIA HANDLES ARE FREE.

ENSURE THE NAME ISN'T ALREADY TRADEMARKED.

5. FUTURE-PROOF IT

CHOOSE A NAME THAT GROWS WITH YOUR BRAND.

6. GET FEEDBACK

TEST WITH FRIENDS, FAMILY, OR POTENTIAL CUSTOMERS.

7. TRUST YOUR INSTINCTS

CHOOSE A NAME THAT FEELS RIGHT AND ALIGNS WITH YOUR BRAND VISION.