



TAKING ACTION:

How To Find a Great Name

Read the e-book [How To Find a Great Name](#) and then complete this worksheet.

Brainstorm a list of possible names for your future company.

Go to [Namestudio.com/explore](#) and type in your business name or idea. Use the brainstorming feature to develop a list of great .com domain names to consider for your business idea.

For each name in your list, ask yourself:

- ☐ Does it set expectations about what you have to offer?
- ☐ Is it pronounceable and easy to spell?
- ☐ Is it adaptable if you need to pivot?
- ☐ Does it communicate what's unique about your company?

Look up companies with similar names on your favorite search engine.

- ☐ Is their name (or one of their products) too close to the name you are considering?
- ☐ Is there a chance that a customer could confuse your name with one of these companies?
- ☐ Does another company have the same name, even if it operates in a different industry?

Register your .com domain name.

To register your .com domain name, simply:

- ☐ Visit your registrar of choice.
- ☐ Type in your desired .com domain name.
- ☐ Follow the registration steps on the screen.

Your registrar may also offer a variety of services beneficial to your business, like a company website or custom email.

Validate your name with potential customers.

Ask 20 potential customers what they think about your name.

- ☐ What do they think the company might offer in terms of products and services?
- ☐ Can they guess your unique value proposition?
- ☐ What would they guess is the personality of your company?
- ☐ Can they pronounce it?
- ☐ What does it remind them of?