Name Your Business

Let’s enlist the help of our friends from the workshop to talk about and use the five common business name types:

• a “you” name
• a “them” name
• an “it” name
• an “artsy” name
• a “mixed” name

When you’ve gone through each of the next five worksheets and had a chance to do the exercises on each, take your top name option(s) through the name tests on page 7. Below is a reminder of our characters.

- **Frankie**
  - Fitness + Yoga for Fighters
  - EVENT HOST

- **Felipe**
  - Athletic Gear + Gadgets
  - PRODUCT MAKER

- **Ingrid**
  - Self- and Biz-Development for Introverts
  - ONLINE COACH

- **Holly**
  - Hippie Health from Home
  - BRAND AMBASSADOR

- **Paul**
  - Plant-Based Diet + Gut Healing
  - BOOK WRITER

- **Cara**
  - Copywriting for Coaches
  - COURSE CREATOR

- **Inez**
  - Invitation Design/Printing
  - FREELANCER

This is just a brief reminder of our characters so that we can use them as examples. Which person’s business model did you relate to most during the workshop?
Choosing a You Name

A “you” name is . . . you guessed it . . . a name with you in it. This can give your brand a lot of flexibility and wiggle room—since it doesn’t have to narrow you down to a specific niche.

As an example, if your name is Krista Jarvis, your “you” name might be: Krista Jarvis // Krista Jarvis Coaching // Krista + Co // KristaSays // KristaWrites // JustKrista // byKrista // FromKristaWithLove, etc.

“You” names are a great fit for coaches, authors, freelancers, and even course creators, among other types of business owners.

Here are the things to think about and brainstorm if you are considering a you name:

Will you ever sell your company or grow it beyond what you’re doing now? You won’t want to name it anything limiting if so.

Is your name appealing and easy to say? If not, consider an option that only uses your first name, or your middle/last name.

Is your name memorable? Do you have any tricks to make it simpler or spicier, if not?

Ingrid

If she chooses a you name for her coaching business, she’ll go with Ingrid Stevenson for her business name.

Inez

If she chooses a you name for her freelance invitation design business, she’ll go with By Inez, or From Inez With Love.

What are your top you name options:
Choosing a Them Name

A “them” name is all about the people you will serve, entertain, help, and interact with through your brand.

Ex: Magnificent Mom’s Club, Writer Clarity, The Grappler’s Gang, etc.

“Them” names are a great fit for course creators, product makers, coaches, brand ambassadors, and event hosts, among other types of business owners. This can be an ideal name if you really want to “niche down” by the type of person instead of the topic(s) you will address or help with.

Here are the things to think about and brainstorm if you are considering a them name:

Who are you trying to reach with your brand? Who are they in relation to you? Who do they see themselves as? What descriptive words would they use to describe themselves?

Ex: Writer, WAHM, Solopreneur, Fitness Junkie, Struggling Artist

What words give their situation hope, power, clarity, or (insert whatever word would be important to them here)?

Ex: Healing, Superwoman, Hero, Clarity, Ninja, Epic, Rich

Combine these words together in different orders and using every form of the word(s) you can think of. Does anything pop out at you?

Holly
If she chooses a them name for her brand, she’ll go with For Hippies Only or Hippie at Home.

Ingrid
If she chooses a them name for her business, she’ll go with The Engaging Introvert or Introvert Superpowers.

What are your top them name options:
Choosing an It Name

An “it” name is all about saying exactly what you teach or provide—which will typically immediately hit home with the people that your topic is a good fit for, as long as they know they need or want it.

Ex: Copy Coaching, Write Better Words, How to Adult, Go Vegan

“It” names are a great fit for coaches, course creators, brand ambassadors, and event hosts, among other types of business owners. Be aware: It’s best to be sure of what you want to do with an “it” name, because whereas they do attract the right people, they don’t allow as much wiggle room in your business.

Here are the things to think about and brainstorm if you are considering an it name:

Will your audience respond to a descriptive name or will they want something modern/creative?

Will your name appeal to you?

Will you have a lot of competition in search results?

Paul
If he chooses an it name for his brand, he’ll go with Gut Glory or Plants for Life.

Cara
If she chooses an it name for her business, she’ll go with Copy Success or Pretty Words Unleashed.

What are your top it name options:
Choosing an **Artsy Name**

An “artsy” name is about being modern, non-literal, and/or creative with your business name.

Ex: Engage (a one-word name for a public speaking coaching practice), Google (a name for a search engine company), Delight (an invitation design or event company), or No More Mom Jeans (a personal style brand)

“Artsy” names are a great fit for event hosts, product makers, brand ambassadors, and coaches, among other types of business owners. Make sure you are catering to an audience that will appreciate (or at least not be turned off by) an artsy name.

Here are the things to think about and brainstorm if you are considering an **artsy name**:

- What words describe how you want your audience to feel after working with you?
- What words describe an action you want your audience to take?
- What words communicate success, happiness, or fun for your audience?
- What words do they consider intriguing enough to click on online?

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**Felipe**

If he chooses an **artsy name** for his brand, he’ll go with *Fly Box* or *The Dope Rope*.

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**Ingrid**

If she chooses a **them name** for her business, she’ll go with *The Engaging Introvert* or *Introvert Superpowers*.

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What are your top **artsy name** options:
Choosing a **Mixed Name**

A “mixed” name is about combining elements of the other name styles together. You don’t have to combine all four, perhaps just two or three.

Ex: The Engaging Writer’s Club, Entrepreneur Fit HQ, Introverts Sell Better

“Mixed” names are good for business owners who are relatively sure their business idea and content won’t shift too much. They are a good fit for coaches, freelancers, and course creators, among others.

Here are the things to think about and brainstorm if you are considering a *mixed name*:

- Is the name too long or descriptive to be catchy?

- Will your ideal audience want to click on content from you online judging on your name alone?

- Will your name help to attract the right people and turn away the wrong people?

*Frankie*

If she chooses a *mixed name* for her brand, she’ll go with *Fight + Flex with Frankie* or *Grappler Flex*.

*Holly*

If she chooses a *mixed name* for her business, she’ll go with *Hippie Health Club*.

What are your top *mixed name* options?
Doing the Name Tests

- **The name sounds good to my target market.** Ask trusted friends, clients, business people, and anyone you know in your target market.

- **The name is not already a registered trademark.** In the USA, use the United States Patent and Trademark Office electronic search system: TMSEARCH.USPTO.GOV

- **There is not already a similar brand/company with a similar name.** Use Google or Bing to search this.

- **There is not any other brand/company with a similar name that has a bad reputation, a pending lawsuit, or products I don’t want to be associated with.** Use Google to search this.

- **There is not already a related or unrelated brand/company with a similar name that dominates the first two pages or more of search results.** Use Google to search this.

- **My brand name passes the “radio test.”** It’s preferable to have a name that is easy to spell and say upon hearing it.

- **My brand name is globally and socially appropriate.** Make sure your brand name doesn’t mean anything negative in slang or in another language.

- **My brand name is available as a domain name, or there’s a good alternative if not.** Use a service like NAMECHEAP.COM to search for available domain names.

- **My brand name (or a good variation) is available in the social media accounts I want.** Use a service like NAMECHK.COM to check multiple social media accounts at once.

- **If my brand will be an official business (and it will), the name is available for registration in my state or country.** Check your secretary of state website, state’s commerce division, or appropriate entity where you live for current business entity registrations.

- **My brand/product name does not include the name of another brand in it.** Ex: ConvertKit Success—when you’re not affiliated with ConvertKit and don’t have their permission.

Put any other ideas or notes here: