

Business name wizard

Choosing a business name is often hard. Let's make it simpler 🧠





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Hey there!

Every week I talk with entrepreneurs. We talk about what's working and what isn't. We talk about the struggles, the pains, the failures and the successes.

One topic that comes up over and over again is how to choose a name for your business.

The name you choose for your business matters a lot. But a good name is hard to find, leaving most of us confused about which of our ideas are good. So we made this worksheet to help you make a more informed decision.

Let's go through it

Matt 👍

6 simple steps to choose a business name



1. Brainstorm Business Names

Come up with a few names and choose your favourite 10.



2. Write down all the names

Use the worksheet and write down the names in the column on the left



3. Score the names in each category

Use your gut feeling and score each name for all categories. 0 for extremely poor, 5 for excellent.



4. Add up the scores

Add up the scores for each name and see which one performs best



5. Get feedback

Give the worksheet to a few friends and ask them to score it for some further input. Compare their scores with yours



6. You have a business name!

Congrats! You've now chosen a business name. Go ahead and buy the domain and start thinking about your new baby.

Brainstorm business names



Notes

Business naming worksheet

Score from 0-5

[illegible]

There you have it!

If you've followed all the 6 steps, now you should have a business name and ready to go! You can also tick all the boxes on the right to make sure that you keep track where you're at.

Don't worry if you don't manage to get to a great name decision on your first try. Keep coming back to this worksheet and evaluate the names a couple times more.

Eventually you will come across one which you'll choose... then move on! You now have to start working properly on your business, grow your audience and improve that product.

I would love to hear from you and about the names you choose.

@ matthew@knowyoursocial.com

Steps



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Let's connect



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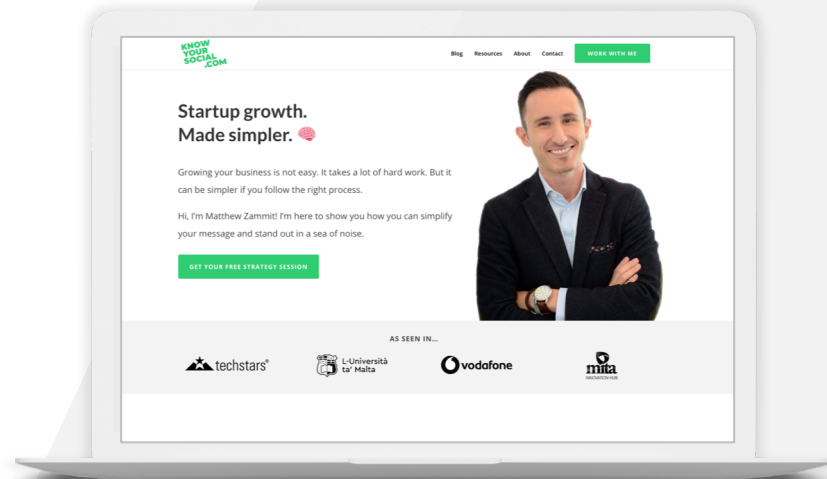
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Helping you build awesome user experiences 🙌

