



# Business Checklists

by Marketing Partnership Program

## Brainstorm A New Business Name

1. Write down all the possible names you think might like to name your business. Your name should be clear to your intended customer not just you. Don't get distracted there is a lot of good info out there Keep your message clear.

If you need help spend sometime with the links below they helped me with build my brand

- [How to get anyones attention](#)
- [Find your why](#)

2. Check that you are not including any branded or copyrighted names in your domain choice. A common mistake can be using Facebook, YouTube, or amazon, also avoid celebrity names or brand names.

You can use <https://www.trademarkia.com> to do a search

3. Now Google your name with and without spaces. Check for anything that would put you off of this name. Look for Charity events, books by top authors and popular products that would be a challenge to outrank in an Online Marketing campaign.

4. Next check available various social media sites names. Go to <https://namecheckr.com/> to see if the name you have picked is available on various social media sites. Focusing on what is most important for your market like: Facebook, YouTube, Twitter, Instagram and Pinterest.

**TIP:** When it comes to branding your business It can be difficult with so many fan-pages and account out there. Use your business name, tagline or locations to be consistent. Think about this wisely.

Notes: