**How To Choose A Business Name**

How do you choose a brilliant business name that delivers the results you really want?

Naming a business can be one of the most important parts of launching a venture. It can make a massive difference in how high you go, and how fast. How do you choose well?

**Decisions & Struggles**

A business name can be a big decision. It’s also becoming harder and harder. Thousands of business entities are filed each year. That can make it really tough to find an available one that fits. Some do over-think this. Yet, your name can have a direct impact on your brand, the value people put on your product and service, your potential revenues, and how fast and easy it is to hit that potential.

So, what makes a great name? What’s the process of selecting a winner?

**Research**

Step one is research. It can help you identify some of the common threads between successful business names, and what may not really be important factors at all. This can also help filter out names that are already taken, or are undesirable, and open up ideas on branding and positioning against competitors.

This can be done by digging into Google, your state’s business filing website, or having a virtual assistant compile research for you.

**Brainstorming**

Let the ideas flow. Brainstorm and get all types of ideas out. You may find interesting ways to link them together, or completely new ideas that come out. You can do this on paper, using an online mind map, or by hiring assistants to come up with great potential names for you.

**Get Feedback**

One of the best ways to get ideas and get feedback on potential business names is to get feedback from outside sources. You can hit your social networks and poll your followers, consult your business coach, or network with other local peers.

**Availability**

Coming up with potential names can be relatively easy. Finding one that is still available can be very difficult. You don’t just need to find a business name you can register with the state either. You need to be sure you can also claim all the relevant matching URLs online too.

This includes:

* Website domain name
* Twitter
* Google+
* LinkedIn
* Facebook
* Instagram

What Makes a Good Business Name?

A good name is part art, but also science. There are a variety of factors that make up a good name. Know what they are.

**SEO**

Ideally your name will be good for search engine optimization. It will contain your top keywords, so that you show up better in Google, you are more easily found on the web, and marketing costs are lower. For example; if you are promoting New York real estate, then NYRealEstateInvestments.com might be a good domain name.

**Clarity**

A good business name also tells what you do, or what you can do for customers. For example; FindNYRealEstateInvestments.com. Or NY Realty Source.

**Memorability**

A good brand name is memorable. An easily memorable name can dramatically increase the ROI and effectiveness of all your advertising, from PR to billboards, direct mail, email, social, and phone work. Coke, Apple, and Google, and 411 Pain can all be classic examples of this.

**Simple & Effective**

A good name is effective too. Being memorable is only a part of the battle. People also need to be able to effectively refer you, look you up, and contact you. You need a business name, domain name, social media handles, email address, and phone number that is easy to recall and share. If it is too easy to misspell you are going to lose a lot of potential leads and revenues. It’s hard enough winning paying clients already, worse if those that want to do business with you can’t because they can’t get the letters or digits right.

**Branding & Positioning**

A great name and domain name also helps optimize your brand, and position it in the market place. That applies if you want to beat the competition on price, position yourself as the faster or more trusted option, or you want to cultivate a luxury brand which connects with high net worth individuals.

**History**

Before making your final decision, you also have to check the history attached to your short list of names. Some may have some very negative baggage. You don’t want one with bad reviews already attached, or that could wrap you up in the wrong type of investigations. Don’t choose Enron or Madoff Enterprises. In the reverse, some names may already have a lot of positive traffic, and you may get blesses in choosing one which already has leads and calls coming in.

Next Steps…

Once you’ve chosen your business name you have to register and claim all the relevant domains and URLs you can as quickly as possible. Don’t let someone beat you out halfway through, and then have to start over from scratch.