

Naming Your Business

Make the name descriptive/use it as a marketing tool

Your business name may help attract potential customers by letting customers know what you sell or offer. Examples: Roger's Furnace Cleaning, Wilson Restaurant Supply, Iowa Fence Masters, Heartland Financial Services.

Using your own name

You will need to maintain quality to avoid developing a bad name personally and professionally. If the name is hard to spell or pronounce, you may rethink using your name – takes much longer to get over the hurdles – could prove rewarding ultimately.

Choose a name that will grow with you

Your name should allow your business to expand service and product lines as it grows. Examples: Harris Cleaning Service and Sales. They do all types of cleaning for residential and commercial purposes as well as restoration after floods and fire. Cousin Custom Builders have services for new homes, remodeling, additions, concrete, masonry, cabinets, and countertops.

Avoid trendy names using fad words

The name may be great at first, but can make your business sound dated as time passes. Examples: Pet Rock Emporium, POG Central. Both of these stores were named after popular items that no longer sell. The name takes away from other merchandise that the business may sell. The Pet Rock Emporium could sell other natural gifts and POG Central could be selling all types of board games.

Be careful with cute and overly clever names

Make your name unique

Your name will stand out and potential customers will remember it. If your name is unique, it is less likely to be confused with competitors. Taco Johns is often confused with Taco Bell, but they wouldn't be confused with the Fiesta Eatery.

Ask others what they think of your business name

Names are relevant culturally and subculturally

Example: Opening a Hispanic named grocery store in a Hispanic area. Customers are attracted to businesses, names, and places that are familiar to them.

Choose a name that promotes a good image, that will communicate your business, and will meet your needs for the long-run

Example: A man wanted to open a used book store in one half of a shared building and his wife wanted to open a fish retail shop in the other half – the name suggested to them was, "The Old Man and The Sea" which fit both of their needs.