



LET'S CHOOSE YOUR  
PERFECT NAME

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*Get clear on your brand.*

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Pick 3 words you want associated with your brand. Ex: modern, innovative, luxurious

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*Pick 5 emotions you want your clients/readers to feel when interacting with your brand.*

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Ex: Motivated, happy, thrilled, educated, fulfilled

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*Write your brand's mission statement.*

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Ex: Flower Catering is devoted to providing best solutions and meals for business parties.

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*What services are you providing?*

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Ex: Puppy salon Poodle provides professional dog grooming services.

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*Brainstorm 10 words that you want  
associated with your brand.*

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Ex: advices, creativity, innovation, fashion,  
make-up

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*What do you love about other brands?*

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Name 3 brands that you love and write  
why you love them.

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Ex: I love Volvo because it is  
reliable, safe and luxurious.

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*Use the words you came up with and  
mix and match combinations. Come up  
with 5 ideas.*

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Ex: innovative fashion, modern  
technology, creative innovations...

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*Clear your mind, relax and think  
about what you have done.*

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*Search Google for "Business Name  
Generator" and come up with 5 more  
ideas.*

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*Test it out!*

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Now it's time to pick your top 3 favorite ones and run it by family and friends. See if your new name corresponds to the message you want to send out to the world with your brand. Also, don't forget to check that the domain is available as well as blog name, social media accounts etc.

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*Congrats! You've got your super fancy new business name! Hope you are happy and your brand name represents you and your business in a best possible way!*

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