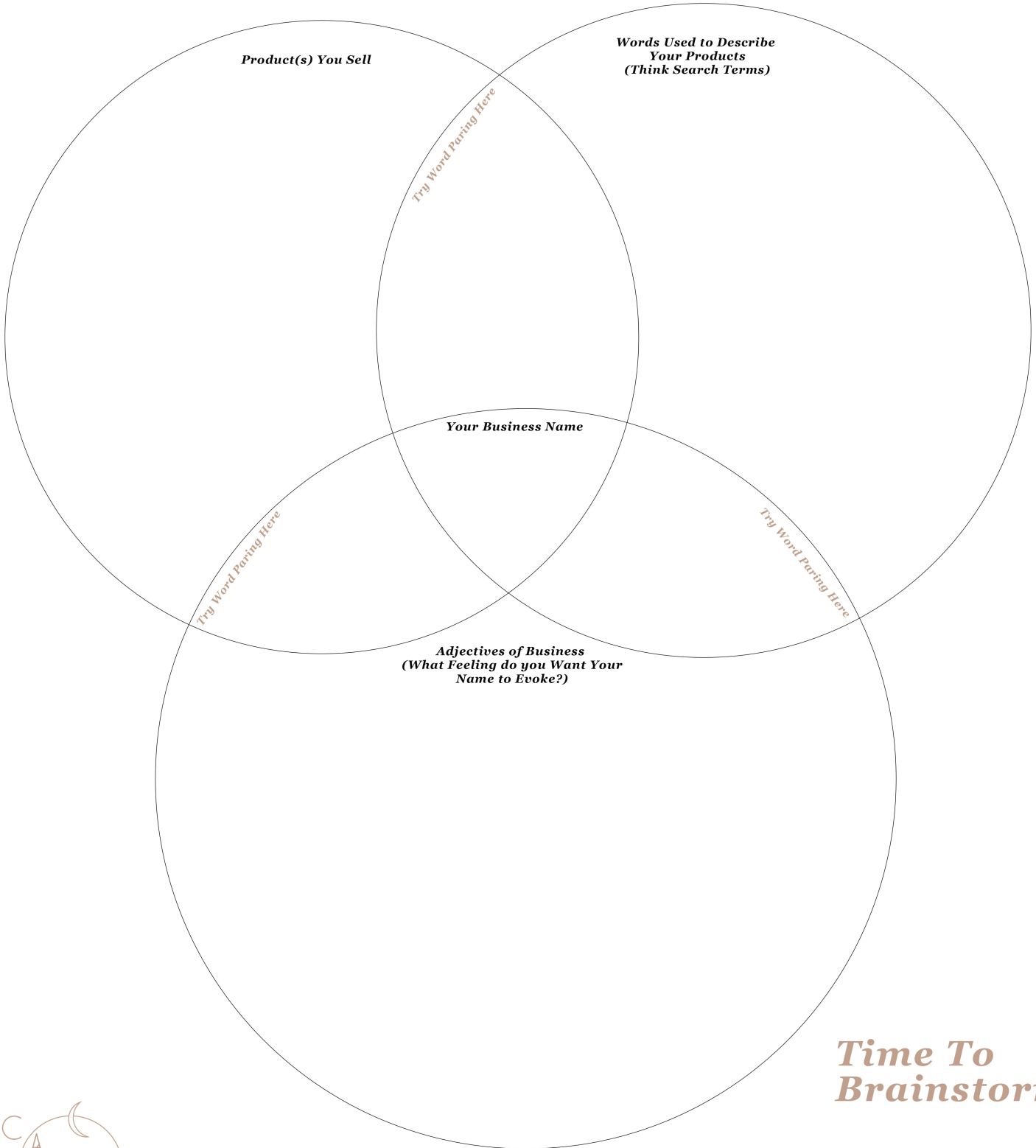




**Post 4
What's In a Name?**

Start Your Creative Business Ahead of the Curve



**Time To
Brainstorm**





Post 4 What's In a Name?

Now that you have brainstormed and are getting closer to that perfect name, its time to get some feed back. I've compiled a list of a few questions that might be helpful in getting a thoughtful response from the friends and family you ask.

1. What does (your business name here) make you think of when you here it?
2. What search terms would you type into Google to find a business/ product like mine?
3. Is my name memorable? Can you spell it? Does it make sense with that I am selling?
Now it's your turn to add in a few questions that speak specifically to your business name and product(s).

4. _____

5. _____

6. _____

7. _____

Now it's time to Google and make sure your name is available and with a .COM

Your Check list:

[] Secure your domain name : Web host's name _____

Your Domain Name : _____

Corresponding Email and log in info _____

[] Cost of your Domain Yearly \$ _____

(this is a tax write off! So keep track.)

Bank Account or card linked to the auto renewal _____

(make sure this is your business account.)

