

How to choose a winning name for your business:

- 1- Make a list of at least 10 different name ideas
- 2- For 24 hours think about these different names
- 3- Come back to your list and pick your top 3
- 4- Check and see if the names are available (state registration and general web search)
- 5- Check if the email and website domain are available
- 6- For the next 24 hours say the 3 names to different people...notice how it feels to say it, people's reaction to it and ask what they think of the 3 different names.
- 7- After 24 hours, choose the name that has had the most positive response and feels good as you say it.