

## How To Start Your Machine Quilting Business by Sally Terry

### Choosing a name for your business, or for that matter blog, newsletter, website-- it's simple.

Stripe 3 columns down a page

1. Head second column Location, list 20
2. Head third column Description, list 20
3. Head first column Attributes/Benefits, list 20

After you have completed your list then start combining the words.

Use the syllable rhythm, rhyme and the same sounds in the words to make it memorable.

Combine 2 **two** syllable words or combine 1 **one** syllable word and 1 **three** syllable word...that total **four** syllables. The way the brain works is much easier to remember. Answer the phone with it too....how does it sound?

*For example:*

The (1) Quilter's (2) Hand (1) <sup>TM</sup> the name of my quilting business.

Cozy (2) Attic (2) Quilting (2)

Sewn (1) Expressions (3) Quilting (2)

#### **Caution...**

Do not use the word *quality*. Everyone competes on *quality*. If you use the word quality you are putting yourself into the same category as everyone else...because they all use it. This actually increases your competition, rather than sets your business apart from the competition.

After you have listed your 20 choices in all three columns then start combining the words. Be sure to put the a form of the word "quilt/ing" in your business name. If someone would search for you the search engines will pick up the word "quilting", since they are most likely to put it in the search box. They may put in "quilting services" plus the zip code. Digital phonebooks and other digital data will find your name and it will come up on top when you use some form of the word "quilt".

And if you are not doing a lot of Search Engine Optimization SEO with Meta tags and Meta descriptions for the search engines find you easily, some form of the word "quilt" will make it easier to come up in a search result.

If your original business name is not quilting specific you can always do business under another name indicated by the letters **dba** (Does Business As) and your new name. All filings are under the original name. Or always use a tag line with a form of the word quilt in it. If you use your own name you do not have to register in some cases, they will find you.

Here are some idea words to get you started. Also, if you would happen to move, Kansas City Quilting Service will not fit well if you should happen to relocate to a new Atlanta location.

You automatically own the copyright to your name. When you register your name with the state no one in the state can use that name. You will need to always protect your name; once it is registered you can file an injunction to stop others from using it.

Now play around with the words... remember syllable rhythm, rhyme and the same sounds in the words make it memorable, using the 2-2, or 1-3 rhythm. AND nothing cutesy, you don't want to appear as a hobbyist.

Location	Description	Attribute/Benefits
Loft	Cozy	Quality
Attic	Sew (use as in so)	Heirloom
Apple tree	Pieceful (Peaceful)	Custom
Front porch	Treasured	Blue Ribbon
3 Sisters	Huggable	Arty
Pine Meadow	Sweet	Thread(ed)

You will be using your business name for everything, blog, website, business cards, flyers, brochures, products, classes etc. Keep it congruent always with your GOOD name.

Top 3 Choices are:

- 1.
- 2.
- 3.