

Business Names Matter



*What do you think when you hear Chicks with Cheques?
What do the logo make you feel?*

Back when I was growing up and emails became the new thing, my email was hilarious... I would never want anyone to take me serious as "backthatazzup07@aol.com ... I mean really....

Names are very important and set the tone for your brand. If you want your business to grow you should be very strategic in how you select your business name... that will become the first impression of your brand.

You want your name to stand out as quality and excellence in your field of business.

Go through this worksheet and answer the questions about the name you have or the names you are considering for your business.

Business Names Matter



@ChickswithCheques | IG

What is the name of your Business/ brand?

Why did you choose this name?

How does your audience view this business just from hearing the name?

Is this name being used by anyone else?

Is this business name available on all social media platforms?

Have you obtained your LLC or DBA for this name?

What hashtags are related to your business name that can be used to build your audience?

Is your name matching up to what you do or what you provide? Do it belong to a tagline? What is the tagline?

Will it stand the test of time?

What do you want someone to think when they see your brand? The best brand evokes emotions..

Are you inspirational, motivational, humorous, to the point, educational?