

# How To Name Your Baby

As every founder knows, naming a new company is incredibly difficult. It is, however, a critical step in bringing your dream to life, as it gives a name and face to your business idea. If you are successful, it will become a widely-recognised brand, so aim high!

- 1 Unique: A snappy, made-up name will have numerous advantages**
- 2 Inspiring: your name should make people want to know more**
- 3 Practical: Easy to say, easy to spell, and with a .com domain name**

A great business name isn't essential, but the right choice will help to inspire your team in the early days. In contrast, the wrong name can bring significant problems later on. We share below some tips to help you to "name your baby" – ideally one that has zero hits on Google from the outset.

## UNIQUE



Short and snappy



Not used by any other business



Easy to spell and pronounce

## INSPIRING



Embodies your proposition



Aligned to your overall vision



Fits in (and stands out!)

## PRACTICAL



A dot com domain URL



A trademark for the name itself



Clearly differentiated

Invest the time to develop a strong name. Resist following this year's fad, or you will soon sound like yesterday's hero. Field test the name before finalising your choice. Bonus marks for identifying one that starts with the letter "A" – there are still five character names to be found. Good luck!



Your favourite baby names book

Any list of names from mythology

"The Entrepreneur's Guide"

Pottinger