

small business  
**BRAND NAME CHECKLIST**

*First things first.... Pros v.s. Cons*

If you are considering a full rebrand, that includes changing your name, what are the pros v.s. cons of that change?

PROS	CONS

**KEEP IT PERSONAL**

*What does your name mean? Can you describe it in less than 3-5 sentences?*

**AVAILABILITY**

- Domain Available \_\_\_\_\_
- Social Media Handle Available \_\_\_\_\_
- Plural Available \_\_\_\_\_
- Registration Available \_\_\_\_\_

**LEDGIBILITY**

*Write down your business name as:*

- A Title: \_\_\_\_\_
- A Domain: \_\_\_\_\_
- An Email Address: \_\_\_\_\_
- A Social Handle @ \_\_\_\_\_

**EASY TO SAY**

*Is your business name easy to say, spell, and hear clearly when spoken over the phone?*

**COMPETITION**

- Are there any other brands or companies out there with the same or similar name?
- If Yes, do any of those brands dominate your niche market?
- If Yes, do any of those brands have a negative reputation and/or products you wouldn't want your brand associated with?

*Who are your top competitors for your name:*

- 1.
- 2.
- 3.