

Business names can be created with "service", "city", "Name" by changing the sequence.

NB Always use for the first several accounts and wherever possible Only Service + Name. Include City in CNs only after the accounts become many.

- **Service** - *(Usually there are several different services that a customer offers for a given industry)*

For Example the services for "Garage Door Repair/Supplier" industry are:

Garage door repair
garage door installation
garage door service
garage door maintenance
garage door replacement

- **City** - the city of optimization. (avoid, use only after all other options are used).
- **Name** - *First & Last Name*, initials of first and last name, only last name, only first name.

CNs can also be created with Initial of first name + Last name or First name + initial of last name.

For **name** there are 6 possible combinations:

1. First + Last name
2. Only First Name
3. Only Last Name
4. First and Last Name Initials
5. First name Initials + Last Name
6. First name + Last name Initials

If customer agrees to use his wife/girlfriend/child name then the variations become even more.

If main account's CN is **John's Garage Doors** and customer's names are **John Meadow**, examples of CNs for the rest of the accounts can be:

1. John Meadow's Garage Door Repair
2. JM Garage Door Service
3. Garage Door Maintenance by John
4. Garage Door Repair By JM
5. Garage Door Service by Meadow
6. Garage Door Installation by J Meadow
7. Houston's JM Garage Door Service
8. JM's Katy Garage Door Service
9. Houston's Meadow Garage Door Service
10. Meadow's Katy Garage Door Service

Another example:

Customer with main account Company Name -> **John Lord Building Inc**

1. 130021 - Lord's Building Of Melfa
2. 130027 - Temperanceville's Building By JL
3. 130031 - J Lords' Building Of Onley
4. 130032 - John Lord's Building Of Accomac
5. 130037 - JL's Building Cheriton
6. 130038 - Exmore Lord Building
7. 130039 - Nassawadox JL Building
8. 130040 - John Lord's Eastville Building
9. 130041 - J Lord Atlantic's Building
10. 130015 - JL Building of Machipongo
11. 130012 - Lord Builders Of Onancock
12. 130025 - John Lord Builders Of Wachapreague