



Craft a Powerful Business Name

Learning Goal

By the end of this module, you will:

- Generate creative and professional business name ideas.
 - Understand the psychology of a strong brand name.
 - Test your top choices for memorability, clarity, and availability.
 - Finalize one brand name that becomes the foundation of your online identity.
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Why Your Business Name Matters

Think of your business name as the *handshake before the conversation*.

It's the first impression people have of your brand. A strong business name can:

- **Show professionalism** 🏆 – Customers instantly take you more seriously.
- **Build trust & credibility** 🤝 – A polished name signals reliability.
- **Make you stand out** 🚀 – In a crowded digital market, uniqueness matters.

🌟 **Key Insight:** Your name is not just a label. It's a *story trigger* that makes people curious about what you offer.

📌 Example:

- *Dropbox* → Simple, functional, instantly communicates file storage.
- *Netflix* → Combines “internet” + “flicks” (movies). Short, catchy, global.
- *Nike* → Named after the Greek goddess of victory. Abstract, but powerful.

👉 Ask yourself: *What do I want my business name to make people feel?*



Step 1: Generate Ideas with AI

Coming up with names is easier than ever thanks to AI-powered tools. Instead of staring at a blank page, you can spark hundreds of creative options in minutes.




Recommended Tools

- **BusinessNameGenerator.com** → Generates ideas instantly.
- **Namelix.com** → Creates short, brandable names with logos.

- **ChatGPT** → Personalizes names for your niche.

Try This Prompt:

“Give me 20 unique brand name ideas for an online business that sells [ebooks/templates/services]. Make them short, creative, and easy to remember.”

 **Example Output for a Fitness Coaching Brand:**

- FitForge
- VitalRise
- CoreEdge
- PeakMotion
- PowerShift

Action Exercise:

Write down at least **20 name ideas** generated by AI. Don't judge them yet—quantity first, quality later.


Step 2: What Makes a Great Business Name?

Not all names are created equal. Use this checklist to refine your ideas:

A Great Business Name Is:

- **Short & Simple (1–3 words)** → Easy to type and remember.
- **Clear** → Instantly gives customers a clue about your business.
- **Catchy** → Sounds good when spoken aloud.
- **Brandable** → Looks strong on a logo, website, or social media handle.

Avoid Names That Are:

- Long and complicated (hard to type or recall).
- Difficult to spell (customers won't find you online).
- Too generic (you'll get lost in search results).
- Similar to famous brands (legal risk .

 **Example:**

- Weak: *BestOnlineTemplates123.com* (too long, messy).
- Strong: *TemplateForge* (short, professional, memorable).

Action Exercise:

Circle your Top 5 names that meet all the criteria above.



Step 3: Test Your Name

Before locking it in, test your shortlisted names with this **4-Step Checklist**:

1. **Say It Out Loud** → Does it sound natural and easy? Would you be proud saying it in an elevator pitch?
2. **Check Social Media** → Is the handle available on Instagram, TikTok, Twitter, LinkedIn? (Tip: Use Namechk.com to check across platforms).
3. **Domain Check** → Look up availability on Namecheap or Freenom. Even if you can't get the .com, consider .co, .io, or .net.
4. **Ask 5 People** → Share your top 3 names with friends, family, or peers. Notice which one feels easiest to remember.



Example:

Brian Chesky originally called his startup *Air Bed and Breakfast*. Too long, too niche. He shortened it to **Airbnb** → a global, simple, unforgettable name.



Case Study: How a Name Built a Brand

- **Amazon** → Jeff Bezos wanted a name that suggested something “big, exotic, and different.” The Amazon River was the largest in the world. Short, powerful, and alphabetical (great for search rankings).
- **Spotify** → Created from a blend of “spot” and “identify.” Catchy, abstract, but easy to own as a brand.
- **Fiverr** → Named after the concept of \$5 services. Simple, clear, directly tied to the product.



Lesson: Great names don't have to describe everything about your business—they just need to be **sticky, scalable, and brandable**.



Student Task

Your turn!

1. Use Namelix or ChatGPT → Generate **20 possible names**.
2. Shortlist your **Top 3 Favorites**.
3. Test them using the **4-Step Checklist**.
4. Circle your **Final Business Name** in the box below:




My Final Business Name: _____

Module 2 Checklist

- ☐ I generated at least 20 names with AI
 - ☐ I shortlisted 3 final options
 - ☐ I tested my names for clarity, domain, and social media availability
 - ☐ I finalized one business name for my brand
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Pro Tip from Digital Money Lab

Don't stress about perfection. Big brands like **Google, Amazon, and Nike** all started small with names that sounded unusual at first.

 What matters most is that you **choose a name, claim it, and start building consistency around it.**

Your brand name becomes powerful when you give it meaning through your actions, products, and community.
