Craft a Powerful Business Name

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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.

Why Your Business Name Matters

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

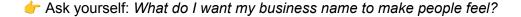
It's the first impression people have of your brand. A strong business name can:

- Show professionalism \(\frac{\partial}{2} \) Customers instantly take you more seriously.
- Build trust & credibility >> A polished name signals reliability.

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.



\chi Step 1: Generate Ideas with Al

Coming up with names is easier than ever thanks to Al-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.

X 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 N).

P 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** \rightarrow 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:	
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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

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.