

Store Name Brainstorm & Checklist

Possible Store Names:	Business Name Available?	Domain Name Available?	Easy to Pronounce & Spell?	Memorable?	Notes
Dream Big Jewelry	No	No	Yes	Yes	There is already a store in Brooklyn with this name.
Big Dreams Jewelry	Yes	Yes	Yes	No	This is too similar to three other store names.
RM Designs	No	No	Yes	No	This store name is already taken on Etsy.
Shovel Bum Jewelry	No	No	Yes	Yes	Shovel bum is a slang word for archeologist. It's already being used by a clothing store in CA as well as an archeological gear store...
Jewelry De La Terre	No	No	No	Depends on how well you know and like French...	This name is too similar to several other store names (De La Terre Jewelry, La Terre Jewelry, etc.)
Joie De Vivre Jewelry	No	No	No	Depends on how well you know and like French...	There is already a store with this name.
Good Voyage	Yes	Yes	Yes	No	Store Name taken and not connected well to what I'm selling...
Four Winds Jewelry	No	No	Yes	Yes	This is my "Native American" name that my hippie parents gave me... a little cheesy... also, it's already taken by a store owner in CA.
Fair Winds	No	Yes	Yes	No	Store Name taken and not connected well to what I'm selling...
Over the Moon	Yes	No	Yes	No	This store name is already taken by a store owner in CO.
Big Sky Boutique	No	No	Yes	Yes	This is already the name of a store in Montana.

Moon Over Minneapolis	Yes	Yes	Yes	Yes	Several articles suggested that using your location in store name was good idea...Kind of long though when you slap jewelry on the end of it...Plus, it's the exact name of a novel, which could be a trademark issue...
Blombos Boutique	Yes	Yes	No	No	Blombos Cave was the site of the earliest archeological discovery of jewelry making and wearing in human history. There's already a store with a very similar name in Brooklyn, House of Blombos...
Luck and Lore Jewelry	Yes	Yes	Yes	No	This idea comes from the some of the original purposes/uses of jewelry and is an attempt to tie the store name to the history of jewelry.
Black Cat Jewelry	No	Yes	Yes	Yes	I have a black cat that always sits next to me when I make jewelry... There is already a store on Etsy called TheBlackCatJewelry.
Lucky Cat Jewelry	Yes	Yes	Yes	Yes	Similar to black cat jewelry idea... could use black cat image in logo... kind of funny, given the superstitions about black cats being unlucky...
Swedish Cheeks Boutique	Yes	Yes	Yes	Yes	I've got a lot of Swedish ancestry and most of my family have what we call Swedish cheeks... Plus, MN was heavily influenced by Swedish settlers... A little cheesy, but it could work...

Northern Moon Designs	Yes	Yes	Yes	Yes	There are a lot of store names with the word moon, but none called Northern Moon... This could stand out... Lots of logo possibilities too... Using Designs leaves the door open for selling more than jewelry (notecards, for instance)...Classy and reminiscent of my MN location...This is also the name of a lovely sea snail species, which could connect to the earliest known forms of jewelry as well....
For the Love of Rocks	Yes	Yes	Yes, but long name...	Yes	Ties into story of my childhood rock collecting... geology references... Semi-precious gemstones are main materials used in products...
Stone Luv Jewelry	Yes	Yes	Yes, but the luv spelling could throw some people off...	No	Ties into story of my childhood rock collecting... geology references... Semi-precious gemstones are main materials used in products...