

List three ideas based on the products or services you plan to provide (e.g., children's clothing, custom menu design, business consulting products):

1. _____
2. _____
3. _____

List three ideas based on your special niche (e.g., affordable children's special occasion clothes, exclusive designs for the small restaurateur, business consulting for the office environment):

1. _____
2. _____
3. _____

List three ideas based on your special niche (e.g., affordable children's special occasion clothes, exclusive designs for the small restaurateur, business consulting for the office environment):

1. _____
2. _____
3. _____

List three ideas combining a favorite theme with your special niche: (e.g., Tea Party children's party clothes, Table For Two menu designs, The Efficient Desk business consulting office products):

1. _____
2. _____
3. _____

After you've decided which name you like best, ask yourself a few important questions:

- Have you said it aloud to make sure it's easily understood and pronounced? (Has it passed muster with your family? Have you had a friend call to see how it sounds over the phone?)
- Have you checked your local Yellow Pages to make sure the same or a similar name is not already listed?
- Have you checked with your local business authority to make sure the name is available?
- Have you started your trademark search?