

Coming up with a brand name

Answer the following

WHO WILL I HELP WITH MY ONLINE BUSINESS?

Briefly describe your avatar / target audience here:

WHAT WILL I OFFER?

What product / service / value will you offer?

Which words describe the same thing. For example, 'Virtual assistant services' could also be described as 'digital assistant services' or 'VA'. Give all possible synonyms for your offering here:

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Answer the following

WHAT WILL CLIENTS GET FROM MY BUSINESS?

Describe what they do or could achieve if they used your product or service. What are all the benefits of choosing you? Use short descriptions and single words:

HOW WILL CLIENTS *FEEL* WHEN USING MY PRODUCT / SERVICE?

Describe how your clients feel when using your product or service, or when interacting with your brand:

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Mix & match it all

COMBINE WORDS FROM THE BOXES ABOVE TO GET A NAME

Play around with combinations of words in the boxes above to create ideas for your online business brand name. Usually, a feeling/adjective mixed with a noun work well together, to describe what you offer and how your avatar feels using it. If you need more inspiration, use the bonus mix and match list on the next page to create more combinations.

Write down all your combinations on this page, so you can check what's available online.

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Bonus mix & match list

MIX & MATCH BONUS WORDS TO HELP YOU BRAINSTORM

academy	education	photo
agency	email	photography
biz	events	press
blog	expert	productions
boutique	guru	services
buzz	help	solutions
center	industries	supply
city	info	systems
clothing	institute	technology
club	international	tips
community	life	today
company	marketing	top
consulting	media	trade
deals	news	united
design	online	