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BRAND BUILDERS CLUB

How To Create The Perfect Business Name/Fame Name...

Your business name and/or fame name plays a **vital** role in expressing the importance of what you do in a quick, identifiable and memorable way. It should evoke an emotional response within your prospects and capture your brand essence, personality, and values. In fact, your name is so crucial that companies spend billions each year on developing their company name, just to achieve successful brand awareness. Now it is your turn!



Five Top Tips for Creating Your Name...

1. It should be easily IDENTIFIABLE...

The days of creating random, edgy, creative names are over, if you want to be found easily by customers who are searching for what you provide.

The amount of money that Nike, Virgin, Apple, etc. have to spend on brand marketing every year is obscene. They have to do it though, because their business name does not show up naturally for the products and services they provide!

However, creating a business name that's descriptive of what you do and gets high searches in Google is a great way to go in this fast paced digital age.

Creating a name for a particular search term, or one that gives your prospect the feeling you want them to have, or the outcome they are going to get, will ensure that you won't need to put a catchy strapline with it or waste money pushing it out to people. You will just get naturally found and your brand will shine whenever someone is searching for the solution you provide.

This is why we named our business 'How To Build A Brand'. It gets hundreds of thousands of searches every month, is descriptive of what we do and leaves no doubt for how it is spelt. The name of our last business was nice and we did very well, but the name meant nothing to anybody. We found ourselves always having to explain what we did and constantly spell it out for people over the phone who couldn't spell 'Innovation'. It also meant that just like the big brands I mentioned above, we had to spend a lot of money on marketing and networking to consistently raise the profile of our business. So this isn't just a problem for large corporates. It's a problem for us smaller guys n gals too! Having learned that expensive and painful lesson though, we launched this business to get found online easily and show up for the outcome our clients want.

Here are 5 tips for helping you to create the best name for you and / or your business...

1. It should be easily FOUND...

Naming your business for search results on Google in this digital age is now critical to your success, if you are a small business with BIG ideas and you want to get found easily without spending fortunes on marketing! When it comes to having a catchy and memorable strapline to go with it, I've given you some examples as we go along. However, you will only ever need a strapline to describe what you do if your business name is not descriptive on its own.

2. It should be easily REMEMBERED...

You know a great name when you hear it. You don't have to spell it and it can still be understood when you put it all together in a domain name. Some of the best names are still be used today, years after they were originally created.

3. It should BENEFIT your customers...

This piece of unique real estate is a great branding opportunity. Use it to reveal your purpose and benefits of what you deliver by turning negatives into positives. Business names that are two words or two syllables work really well when they begin with the same letter. Think Best Buy, Coca-Cola, Blackberry, Blockbuster, Krispy Kreme, Constant Contact, Dunkin' Donuts, Merry Maids and PayPal.

4. It should DIFFERENTIATE you...

With so much distraction competing for your prospects attention, you must quickly set yourself apart with originality, creativity and leadership.

5. It should be SIMPLE...

Use a mixture of easy to say words and short keywords that fall easily off the tongue to create one short sentence. Two words minimum - 7 words maximum. See the Interflora, De Beers and Esso examples on page 2.

Strapline Examples Based On Brands That Haven't Created Descriptive Names...

"The Car In Front Is A Toyota" – **Toyota**

"Are You A Cadbury's Fruit & Nut Case?" - **Cadburys**

"Washing Machines Live Longer With **Calgon**"

"Snap, Crackle & Pop" – **Rice Krispies**

"Beanz Meanz Heinz" – **Heinz Beans**

"Just Do It" – **Nike**

"Connecting People" – **Nokia**

"It's Good To Talk" – **BT**

"I'm Loving It" – **McDonalds**

"The Best A Man Can Get" – **Gillette**

"The World's Favourite Airline" – **British Airways**

"Think Different" – **Apple**

"Say it with flowers" – **Interflora**

"A diamond is forever" – **De Beers**

"Put a tiger in your tank" – **Esso**

"My goodness, my Guinness!" – **Guinness**

These are well known businesses haven't created names that are descriptive and therefore they have had to create straplines to give their prospects a clue as to what they do.

If you want to create a compelling and memorable business name that really stands for something, complete the following 10 steps so that in years to come, your name and business will be remembered for all the right reasons. Here goes!

Step 1...

List some important keywords that you want your business to be known for. For example, keywords for an optician would include words such as glasses, optician, vision, eyesight, reading glasses, lenses, reading difficulties, impaired sight, blindness, blurred vision, prescription, optical, frame, eye test, cataract, laser eye surgery, free eye test, eye problems, eyesight, etc. List below the words related to your own business:

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Step 2...

Go to a thesaurus and extend your list to see if there are other words that describe your business and what you do. The more verbs, nouns and adjectives you can find to describe your business and what you want to be known for, the more choice you will have when it comes to putting your strapline together. Aim to have at least 20 words before you move on – more if possible.

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Step 3...

Take a look through the words you just wrote down and play with putting some of them together. It doesn't need to be perfect just yet, simply play with the words, as you never know if it will spark off something else that you can use later. This is how The Brand Builders Club was created, because 'Brand Builders' was the first original name people used to call us and we decided to productize it because it was so catchy and descriptive! See what you can come up with.

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Step 4...

Go through your list of prospective words to see if there are other words that rhyme to make it catchier and more memorable. At this point your words should start to knit together to become more of a sentence.

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Step 5...

Now look over the words and phrases you have created so far. Do they remind you of a common saying or famous quote? Familiarity breeds confidence and credibility quickly, so incorporating words or phrases that are familiar to your prospects will help them to decide faster whether you are the right company of them. At this point it is a great idea to go online and see if there are any famous quotes that fit with what you want to say. Make a note of them below so you can come back to them later if you need to:

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Step 6...

Now you need to focus on your benefits and results, so write some positive words below that describe what it is that you consistently do to deliver great results when people use your products or services. Perhaps what you deliver is faster, leaner, more productive, efficient or systemised. Maybe it is more fun, creative, adventurous and ambitious. Potentially your benefits are about be more caring, considerate, engaging and community focused. Or perhaps your customers want to work with a company that is technically competent, straight talking, decisive and transparent. Whatever words or phrases come into your mind write them below:

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Step 7...

You are the best in your industry at what you do right? So now write below the words that directly tell us that you are the master of your craft. For example, you might use words such as superior, excellence, biggest, best, greatest, strongest, elite, leader, etc. What other words describe your authority in your industry?

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Step 8...

Now think about what pain your customers are trying to avoid when they buy from you. What are they actively preventing from happening or what are they reacting to? What are they protecting or wanting to increase? Why do they want these things? Write these words down:

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Step 9...

This is a great opportunity now to weave it all together and see if there is a phrase or series of words that combine to get across exactly what you want to say. Notice if any words leap out that can combine to create the words that perfectly describe your business. Notice if there's a pattern forming where you can make all the words begin with the same letter (alliteration), or the same sound to make it more memorable and catchy, for example. Also see if you can create something that rhymes so it's both catchy and memorable. Write it out in different variations below and see if there is one that really stands out to you.

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Step 10...

Finalise your business name! Narrow down your selection to a choice of three.

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Finally pick your No.1 favourite business name

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Congratulations! You should by now have the perfect name to position your business as the leading authority in your industry. How exciting! Now let's test it by posting it in our big Facebook Group of over 5000 people at www.facebook.com/groups/howtobuildabrand, giving them the three variations above to work with. They may even come up with something you hadn't thought of before, which happens to be the perfect name!

See you in the group!