

MY BUSINESS NAME BRAINSTORM WORKSHEET

Define your business's mission and the emotions or experiences you want to evoke in your audience. Brainstorm around those concepts, using symbols or words that represent them.

A firm name should be scalable and flexible enough for future growth. Keep it simple, memorable, and adaptable.

☐ MISSION, VISION, AND VALUES STATEMENT

☐ WORDS RELATED TO MY BUSINESS SERVICES AND PRACTICE

☐ PERSONAL NAME BRANDING OR NOT?

☐ LOCATION-BASED NAME OR NOT?

☐ EXISTING BRAND NAMES THAT INSPIRE ME

☐ DOMAIN NAME FOR MY BUSINESS