



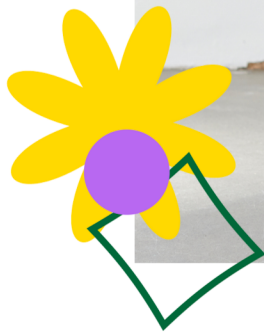
10

*Essential Criteria For
A Smart & Successful
Brand Name*



10 Essential Criteria For A Smart & Successful Brand Name

- Instantly conveys what my business relates to
- Sparks the interest of my target audience
- Is simple to pronounce and spell
- Is easy to remember and recall
- Is distinct and unique from competitors
- Has no risky copyright or trademark issues
- Website domain is available, ideally the dot com
- Social media handles are available
- Reflects my brand's mood and personality
- Will remain relevant as my business evolves



Thank You!

I hope you found this checklist helpful for deciding on your next brand name. I'd love to hear about it! Come tell me your brand name via the contact details below.

Natasha Hall



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