# Quick guide – naming your idea

What are you going to call your idea? Finding the right name is an important step (it's kinda fun, too). If you get the name wrong, it might give customers the wrong impression about your business. However, if you can find a simple, powerful name for your idea, it can really help you to build your brand.

Here are some tips for getting started:

- Make it easy to spell – keep it simple.
- Think about how the name reflects the business – does it need to sound cool and dynamic, high-end or classy, small and cute? Would you feel proud to say the name?
- Will your name be suitable if you expand or change direction? Try to avoid names that limit what you can do.
- Look online to see if anyone else has got the name – it might already be taken.
- Choose a name that is available to use for a website and for social media handles. There are lots of websites where you can generate a business name or check domain name availability. Just search online for _business name generator_. Don't forget to check if the social media handle is available too – imagine coming up with a great name, securing the website, before finding out that someone on Instagram has already taken it!
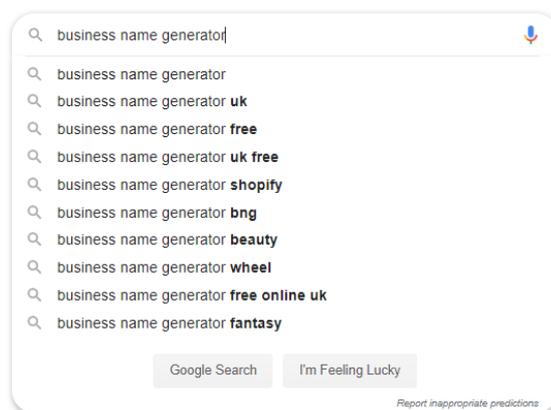
- Choose a name that means something – especially important if you're starting out small. There are a lot of meaningless business names out there (Google, Yahoo etc) but these cost a lot of time and money to brand. You need a name that customers can instantly connect with.

- Ask friends and family for feedback on your name – you could give them a list of names to choose from.
- Google the name to see if it's connected with anything else, or if it means something in another language. The giant US car manufacturer General Motors once named its new car the *Nova* without realising that 'no va' means "doesn't go" in Spanish. Not a great name for a car!
- Say the name out loud – it might look good written down or in a logo, but it needs to sound good too.

Whatever name you choose, make sure **you** like it. You're the one who has to type it, say it, read it the most!