

Business Name Brainstorm Workbook

Turn Your Business Idea Into a Memorable Brand Name

Use this workbook to explore business name ideas, define your brand personality ,and narrow your options before choosing a final name.

Section 1: Your Business Foundation

Before choosing a name, get clear about the business you are building.

Business idea:

What products or services will you offer?

What problem does your business solve?

What makes your business different?

Where do you see your business in three years?

Section 2: Define Your Ideal Customer

A strong business name should connect with the people you want to serve..

Who is your ideal customer?

What age range are they in?



What are they looking for?

What problems or frustrations do they have?

How should they feel when they discover your brand?

- ☐ Excited
 - ☐ Confident
 - ☐ Relaxed
 - ☐ Inspired
 - ☐ Empowered
 - ☐ Luxurious
 - ☐ Comfortable
 - ☐ Playful
 - ☐ Professional
 - ☐ Other: _____
-

Section 3: Choose Your Brand Personality

Select the words that best describe how you want your business to feel.

- ☐ Bold
- ☐ Creative
- ☐ Modern
- ☐ Elegant
- ☐ Fun
- ☐ Friendly
- ☐ Professional
- ☐ Luxurious
- ☐ Trendy
- ☐ Calm
- ☐ Trustworthy
- ☐ Energetic
- ☐ Playful
- ☐ Minimal
- ☐ Sophisticated
- ☐ Community-focused



My top five brand personality words:

1. _____
2. _____
3. _____
4. _____
5. _____

Section 4: Build Your Word Bank

Write down words connected to your business, audience, values, location, personality, and industry.

Industry Words

Examples: beauty, studio, polish, glow, creative, wellness, property, consulting

Customer Words

Examples: beginner, professional, owner, creator, client, community

Feeling Words

Examples: confident, inspired, happy, calm, powerful, refreshed

Value Words

Examples: quality, growth, trust, creativity, education, service

Personal Words

Consider your name, nickname, hometown, family history, favorite places, personal interests.



Visual Words

Think about colors, plants, animals, objects, shapes, places, or symbols that represent your brand.

Section 5: Explore Naming Styles

Try different approaches to create a wider variety of ideas.

Descriptive Names

Clearly explain what the business offers.

Examples:

- The Beauty Business Studio
- Atlanta Nail Academy
- Creative Brand Consulting

My ideas:

1.

2.

3.

Personal Names

Use your name, initials, nickname, or family name.

Examples:

- Your name Beauty
- Williams Creative Studio
- A&A Business Solutions

My ideas:

1.

2.

3.

Combination Names

Combine two meaningful words.



Examples:

- Heart & Soul
- Loving Hair

My ideas:

1. _____
2. _____
3. _____

Invented Names

Create a new word, spelling, or variation.

Examples:

- Beautiva
- Glowza
- Brillora

My ideas:

1. _____
2. _____
3. _____

Location-Based Names

Use a city, neighborhood, region, landmark, or local reference.

Examples:

- Peach State Beauty
- Midtown Creative Co.
- Orlando Business Studio

My ideas:

1. _____
2. _____
3. _____

Experience-Based Names

Choose a name based on how you want customers to feel.



Examples:

- The Confidence Studio
- Fresh Start Beauty
- Elevated Business Co.

My ideas:

1. _____
2. _____
3. _____

Section 6: Rapid Brainstorm

Write every idea that comes to mind. Do not judge or edit your ideas yet.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Section 7: Narrow Your Ideas

Choose your ten strongest business name ideas.



Business Name	Easy to Say?	Easy to Spell?	Fits the Brand?	Memorable?
1.	☐	☐	☐	☐
2.	☐	☐	☐	☐
3.	☐	☐	☐	☐
4.	☐	☐	☐	☐
5.	☐	☐	☐	☐
6.	☐	☐	☐	☐
7.	☐	☐	☐	☐
8.	☐	☐	☐	☐
9.	☐	☐	☐	☐
10.	☐	☐	☐	☐

Section 8: The Name Test

Ask these questions about each of your top choices.

- ☐ Is the name easy to pronounce?
- ☐ Is it easy to spell?
- ☐ Is it easy to remember?
- ☐ Does it connect to the business?
- ☐ Does it appeal to the ideal customer?
- ☐ Can the business grow under this name?
- ☐ Does it sound professional when spoken aloud?
- ☐ Does it look good in writing?
- ☐ Does it avoid confusing meanings?
- ☐ Would I still like this name five years from now?



Section 9: Name Availability Check

Before making a final decision, research each name carefully.

Availability Check	Name 1	Name 2	Name 3
Google search completed	☐	☐	☐
State business search completed	☐	☐	☐
Trademark search completed	☐	☐	☐
Website domain available	☐	☐	☐
Instagram handle available	☐	☐	☐
TikTok handle available	☐	☐	☐
Facebook name available	☐	☐	☐
Similar competitors reviewed	☐	☐	☐

Important: Finding an available social media handle or domain does not automatically mean a business name is legally available. Check with your secretary of state and trademarks before finalizing on a name.

Section 10: Domain and Social Handle Tracker

Business Name Option 1

Name:

Website domain:

Instagram:

TikTok:

Facebook:



Business Name Option 2

Name:

Website domain:

Instagram:

TikTok:

Facebook:

Business Name Option 3

Name:

Website domain:

Instagram:

TikTok:

Facebook:

Section 11: Ask for Feedback

Share your top three choices with a small group of potential customers, trusted friends, mentors, or industry professionals.

Name Option 1:



What did people like?

What questions or concerns came up?

Name Option 2:

What did people like?

What questions or concerns came up?

Name Option 3:

What did people like?

What questions or concerns came up?

Section 12: Score Your Top Three Names

Rate each name from 1 to 5.

- 1 = Weak
- 5 = Excellent

Naming Criteria	Name 1	Name 2	Name 3
Memorable			
Easy to spell			
Easy to pronounce			
Fits the business			
Connects with customers			
Allows room for growth			
Looks good in a logo			



Naming Criteria	Name 1	Name 2	Name 3
Domain and handles available			
Total Score			

Section 13: Final Business Name Decision

My final business name is:

Why I chose this name:

What this name represents:

How I want customers to feel when they hear it:

Section 14: Next Steps

Once you select your name, begin protecting and building your brand.

- ☐ Complete a final business name search
- ☐ Review state registration requirements
- ☐ Search federal trademark records
- ☐ Purchase the website domain
- ☐ Secure social media handles
- ☐ Register the business if necessary
- ☐ Create a professional business email



- ❑ Begin developing the logo
 - ❑ Choose brand colors and fonts
 - ❑ Write the business mission statement
 - ❑ Create a short brand description
 - ❑ Announce the business name
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Final Reminder

Your business name does not have to explain everything you do. It should be memorable, meaningful, easy to use, and flexible enough to grow with your vision.

Do your research, trust your instincts, and choose a name you will feel proud to build.

Bizzibee Palm Trees

Where Great Brands Take Root.

Building Businesses. Creating Opportunities.

