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*Essential Criteria For
A Smart & Successful
Brand Name*

THE QUEEN OF EVOLUTION



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.

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