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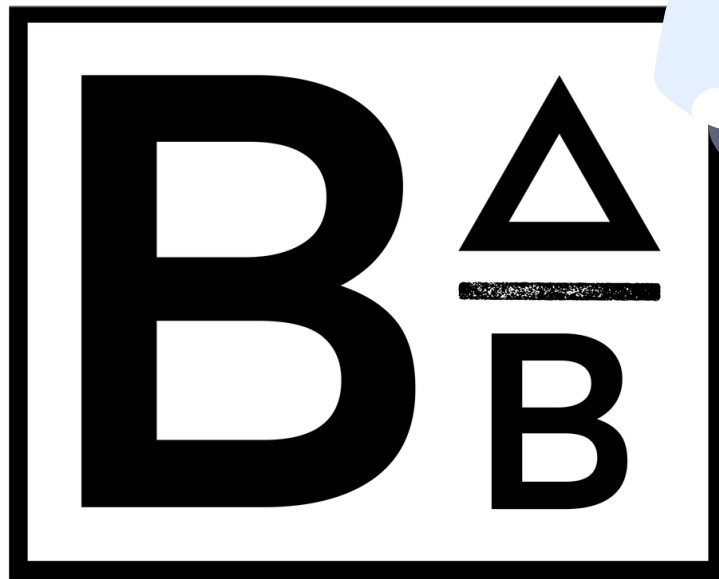
*Essential Criteria For  
A Smart & Successful  
Brand Name*

JESS SPOONER | [BEAUTYANDBIRCH.COM](http://BEAUTYANDBIRCH.COM)



## *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



**House of Beauty & Birch**

*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.

*Jess Spooner*

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