

HOW TO TURN YOUR
IDEA
INTO A
BUSINESS





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YOU'VE
GOT A
DREAM.



Sarah Small — Wicker Goddess | WICKERGODDESS.COM

Make it a reality.

SARAH SMALL, THE FOUNDER OF WICKER GODDESS, HAS A NAME THAT COMES WITH A STORY. READ ALL ABOUT IT ON PAGE 30.

Let's get started.

Starting anything from scratch is a lot of fun, and a business is definitely in that category. The upside is pretty great. What could be better than doing what you love and being in control of your destiny?

DREAMING AND NAMING.

We understand when starting a business that there are challenges to meet, especially if this is your first time. Fortunately, we've got your back. We've been working with businesses small and large for decades, helping people just like you launch their venture online. We serve over 20 million customers and their 80 million plus domains, so we have data on what works and what doesn't — and we're here to share the road maps with you.

The path of an entrepreneur can have many steps, and this ebook is going to cover the first: Dreaming and Naming. Future ebooks will help you go further down the road to success, and by the end you'll know everything you need to get your business not only off the ground but thriving.



WHAT'S YOUR BIG IDEA?

You may have a wonderful idea for the kind of business you want to create. Or you could be an entrepreneur who has no idea what kind of venture to start. It doesn't matter which you are, there's a path.

If you fall into the first category, then you know what you want to do and can skip ahead to page 12. But if you're in the second group, we'll start here — what exactly do you want your business to be?

Begin with brainstorming.

What do you enjoy doing? What makes you get out of bed in the morning? What is it that you just love to do and can't wait to do again the moment you stop? Ask yourself these questions and that'll put you on the right path.

Brainstorming is a quick exercise to repeat until you land on your big idea. Let's say you love coffee, hiking your local trails and taking care of your dog. Some business options could range from starting a dog walking business to opening a coffee shop. Or, maybe you combine your loves and start a coffee shop, which also offers treats for dogs, near a hiking trail. A pet-friendly coffee shop, as it were. Oh, and maybe your coffee cups are in special containers more suited for hiking.

Point is, brainstorming creates options. So take some time to think about what you love, widen and narrow your thinking, and your business will reveal itself.

TO DO

What kind of business do you want to start?

If you're not sure, write down some things that you love so you can narrow down your options.

THERE'S A PROBLEM AND YOU'VE GOT A SOLUTION.

There's another way to go about your brainstorming — identify a problem (a customer pain point), then find solutions you can market.

Let's go back to the previous coffee shop/hiking/dog owner example. Say you've noticed lots of people stop at their favorite coffee shop and then take their cups to the local hiking trail. But that coffee shop is a few miles away, and by the time they get to walking, their drink is cold (that's the pain point). A solution could be locating your coffee shop closer to the trail, or maybe it could be a pop-up coffee stand at the trail head.

Now, let's say you want to sell a product to help the same cold drink pain point. You discover, or develop, a spill-proof container that keeps coffee warm and allows people to hold a leash with the same hand. You could source a manufacturer for the product then sell it online.

It pays to take the time to brainstorm the problem/solution equation when you're considering business ideas. Do some market research — figure out whether you're entering a crowded field or if there's a real need no one has identified yet. When brainstorming, you'll find you can come up with lots of options (and other ideas), and one could be your path to success.

TO DO

Write a problem that could use a solution.

A LABOR OF LOVE.

When you own a business, you'll be in charge of your professional life like never before. You'll probably work more hours than ever, but it'll be that labor of love we all cherish. And it can be one of the true paths to financial independence.

When starting out, you're going to run into hurdles you've never considered. Things will go wrong (and right). And you're going to work harder than you've ever worked before.

But starting your own business is rewarding. This is the beginning. Brainstorm, write it all down. Make sure you identify the problem you're looking to solve and get started. The next step is an important one: your business name.





Kerrie Trahan — Yoganic Flow | YOGANICFLOW.COM

CUSTOMER SPOTLIGHT

Yoganic Flow

Started Organically.

When Kerrie Trahan came back to the United States after living in South Korea, she found the yoga scene lacking. Not only were yoga classes difficult to find, but the ones she did like were pricey.

She saw there was a problem: yoga classes in her area were too expensive and didn't offer a lot of value for the money. "I really wanted my friends, my family, my neighbors, to have a space where they felt comfortable, where they didn't have to worry about not having enough money to get in, or where they didn't have to worry about what clothing to wear." That led to

a solution: Yoganic Flow, a series of yoga classes based in the Detroit area that are available and accessible for people of all skill levels set in underserved locations. When it came time to take her business online, she scooped up her perfect domain name: YoganicFlow.com.

"We just really wanted to have a space where people could come as they are and pay what they could, so they could start to check out a certain type of yoga and see if that's something that they could implement in their lives," Kerrie says. ☺



Max Henriquez — Phat Birds | PHATBIRDS.COM

What's in a name?

IF YOU WANT A NAME THAT'S EASY TO SEARCH ONLINE, MAKE IT SOMETHING DIFFERENT. PHAT BIRDS NOT ONLY HAS TWO MEANINGS, BUT IT'S SEO FRIENDLY.

FINDING YOUR NAME.

A name is one of the most important parts of your business. It's foundational. You want something that's memorable, that'll stick in people's mind, but also accurately describes what you do. You may hit one or both of those marks. "Google," for example, is memorable but doesn't describe what they do. On the other hand, "Wicker Goddess" is terrific (more on her later). She hit a home run, and you can too.

Similarly, your company's domain name is very important to your business. This is true whether you're operating out of your garage or

living room, you have a brick-and-mortar location, or want to run the whole thing online. A domain name is where people from all over the world will find you on the web, so having a name that matches your business name is critical.

But you don't have a company name yet. And chances are you don't have a domain name, either. Now is the perfect time to get one name that works for both. Of course, that means you have to figure out that one name.

Let's walk through it together.

GODADDY GUIDE TIP



Make sure your domain name is easy to spell and pronounce. For example, "industries" is one where when you say it, people may not know how to spell it, and they may confuse it for "Industry." Following both these rules will work to your advantage.

HOW TO BRAINSTORM YOUR BUSINESS AND DOMAIN NAME.

We've laid out two prerequisites for your company's name so far:

- Be memorable
- Describe what you do

Lots of names aren't just based on one word. GoDaddy, for example, is two words mashed up into one. Or you could just go with a company name that's a combination of two or three words. Ideally you want a name that's succinct and easy to remember — keeping it short is better.

Start with what kind of business you're in. Whether you're a florist or a zoologist, you've got a profession, and that's one potential outlet for your name.

Consider your location. If your business is local, including the name of your city or town could work to your advantage.

If your business performs a service or sells something that's relatively obscure or difficult to describe, then consider combining a few adjectives (descriptive words) and a noun (person, place or thing) to create the name. Plenty of large and small businesses follow that format, so you're in good company.



Westen Taylor — ATX Metalworks | ATXMETALWORKS.COM

Westen Taylor of ATX MetalWorks took the abbreviation of his city — Austin, Texas — and combined it with his profession to create his business name.

TO DO

Come up with 10+ potential keywords that you could use for naming your business/domain.

TO DO

Does your location factor into the name?

If so, list the city, state, region, neighborhood or whatever else comes to mind.

TO DO

What colors, objects or names could you use in your business/domain name to make it unique?

GODADDY GUIDE TIP



If you have no idea where to start with your domain name, we've got a solution. Try our [Domain Name Generator](#). Just enter a few keywords and we'll pop out a result or twelve that should fit your needs.



Georganne Bryant — Frances | SHOPFRANCESBOUTIQUE.COM

Georganne Bryant's business, Frances, was named after her grandmother. The URL was modified to accommodate not just the name, but also what the business is: a boutique.

SEO, or Search Engine Optimization, may also play a role. Think about the phrases or words people will search in Google and other search engines when looking for your business. Could you snag a domain name that fits those keywords? If you could, that might be a good option, too.

TO DO

Are there any SEO terms or phrases that would help you name your business?

If so, put them here for future reference.

Consider domain hacking. The idea is to use the TLD (That's Top-Level Domain, the multi-character code at the end of the period on a web address, such as .com) of the domain as part of your overall name. To go back to our previous example, both DogCoffeeHik.es and CoffeeDoggieB.ag would qualify. See how the TLD is part of the last word in the domain? That's domain hacking.

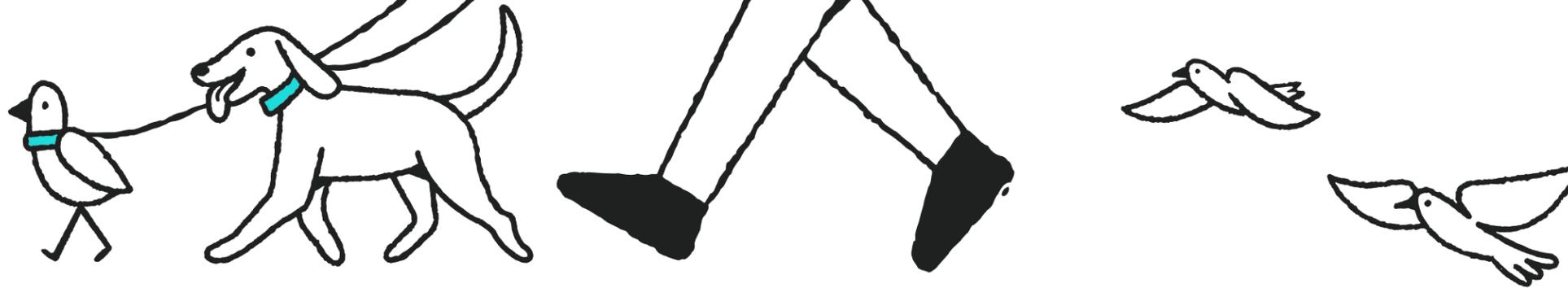
TO DO

Play with some ideas for a business and domain name that incorporate the TLD — domain hacking, in other words.

GODADDY GUIDE TIP



If you want to find out what keywords people are searching for, do some research. Google offers [Google Keyword Planner](#), which helps you narrow down who's searching for what (you'll have to set up a Google account). It's a great way to get a head start on the competition.



IT'S TIME TO CREATE SOME NAMES.

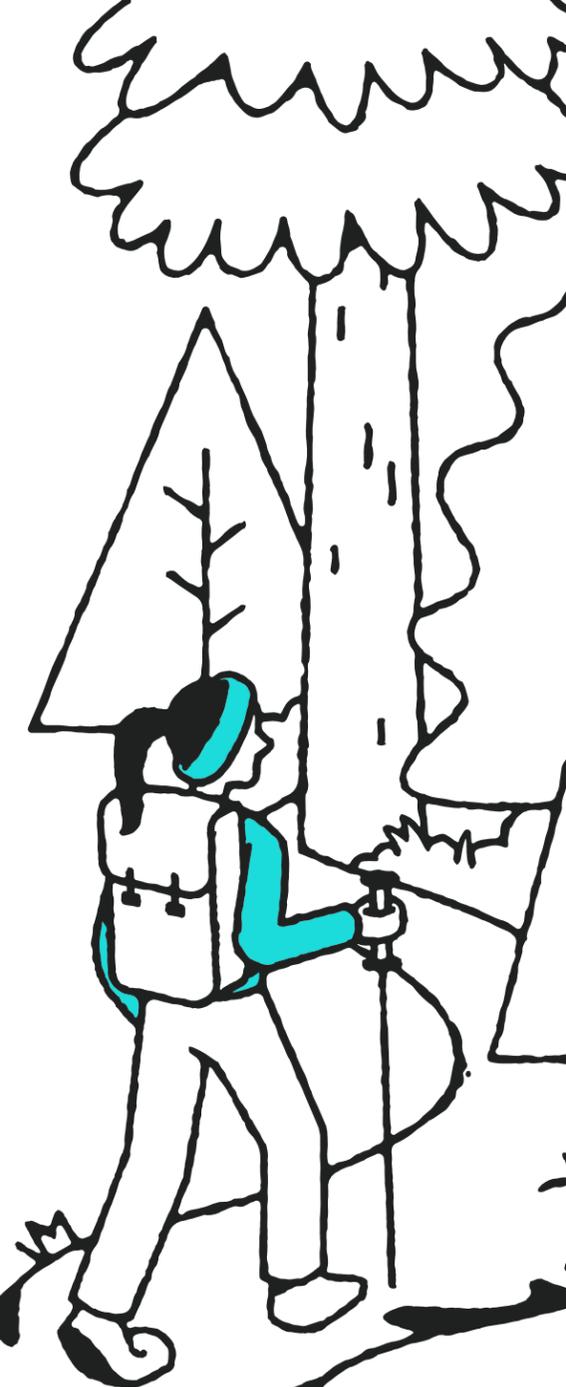
Let's go back to that earlier concept: the dog walker/hiker/coffee lover. Now come up with some ideas on how that could work for your hypothetical dog-friendly coffee shop located near a hiking trail.

As mentioned earlier, the name of your business and the name of your domain should match or be as closely connected as possible.

If your company is called "Tim's House of Ribs" and your website is, say, Houseofribs.com, then any business with "House of Ribs" on it, from Joe's to Sally's might be found in a web search before yours.

Of course, your perfect business name might not have an available domain. Don't worry, you've got options there, too. And, if you keep an open mind to new possibilities, you can narrow down your selections further.

You do that with your TLD.



By business type: <ul style="list-style-type: none"> • Java Trails • Puppy Pick-Me-Ups • Peppy Pooches 	By location: <ul style="list-style-type: none"> • Tampa Bay Coffee Shop • Phoenix Puppies and Perks • Jitters, Critters and Hikers Seattle
By obscure detail: <ul style="list-style-type: none"> • Blue Dog Coffee To Go • Brown Dogs, Black Coffee • Coffee by the Trail 	By SEO: <ul style="list-style-type: none"> • Dog Friendly Coffee Shop • Coffee for Hikers • Coffee Shop for Dogs
By domain: <ul style="list-style-type: none"> • HikerCoffee.dog* • DogHiker.coffee* • DogsandJoe2Go.place 	By domain hacking: <ul style="list-style-type: none"> • DogCoffeeHik.es • CoffeeDoggieB.ag



Fogue Gallery

has a Targeted Audience.

The idea for Fogue Gallery came out of necessity. When Patti Curtis was laid off from her job at 50 years old, she had a hard time finding work. “I couldn’t even get an interview,” she says. “I’ve got a really good portfolio, but nothing. I could not find work. I needed to create something for people over 50. And I thought, you know what? I’m going to do this Fogue thing.”

That “Fogue thing” was Fogue Gallery (the name is a play on the term, “Old Fogy”), a place where artists over 50 years old can express their work. She’s not only built a community for older artists, but also given them a sense of self worth. “If you’re 65 years old, you feel like a has-been. And you feel like you’re not important anymore,” Patti says. “You’re important here.”



Patti Curtis — Fogue Gallery | FOGUEGALLERY.COM

Let's talk domains and TLDs.



Jahred Nunes — JN Design | JNDESIGN.CO

YOU DON'T ALWAYS HAVE TO PICK A .COM FOR YOUR DOMAIN. JAHREN NUNES OF JN DESIGN WANTED TO STAND OUT, SO HE WENT WITH JNDESIGN.CO.

WHAT KIND OF TLD SHOULD YOU GET?

Every website address has a multi-character code, after the period, called the TLD, or Top-Level Domain. There are hundreds of options available, from .com to .guru and beyond, and if you haven't looked in a while, you're sure to find a few dozen more.

By instinct, you're probably going to want the .com for your domain, and that's fine. It tends to be the default for a lot of businesses, but because of that, it's often harder to find the name you want. Don't worry, you can just get more creative.

TO DO

If your ideal domain name is taken, start playing around with alternate TLDs and list them here.

GODADDY GUIDE TIP



How do you get a domain? Start at GoDaddy.com/domains. It's pretty straightforward to figure out, too. Just type in the domain you want in the search box, click search and you're off to the races.

If you work in entertainment, you might consider .party, .fun, .music or .dance for your venture. Or, if you're in health and fitness, then .health or .fitness could work. There are so many TLD options available that you've got way more to choose from than you probably realize. Have fun with it.

There's one other thing to think about with your domain, and that's securing it from brand theft. For example, let's say

that you get a .com domain you love. You might want to consider getting the .net and .org domains at a minimum, that way when you get popular (because your venture is going to work) you can lock down any competitors or bad actors that want to divert visitors their way instead of to your website.

GODADDY GUIDE TIP



Think about spelling. If you've got a business name that might get misspelled, consider registering domains for both the correctly spelled and incorrectly spelled versions.

Here's an example: say you run an online store that sells homemade cookies with marshmallows. Turns out that "marshmallow" is often misspelled as "marshmellow," so consider registering both domain names. That way you'll catch everyone, not just the customers that spelled it correctly.

Also, make sure to direct the misspelled domain to the correctly spelled one. Then you don't have to maintain two websites.



William Wing Ki Chan — Travel4Climb | TRAVEL4CLIMB.COM

Making a business out of something you love is something we all aspire to do, and it's just what William Wing Ki Chan did with his domain.

TO DO

What 10 TLDs could you use for your new venture? Example: .com, .party, .org

TO DO

If you have a business name in mind, start to determine how it could be misspelled. Then work out all those variations below so you know what domains to scoop up later.

WHAT DO YOU NEED YOUR DOMAIN TO DO?

Most of the time, your domain is the online location for your website. But that's not the only thing it can do. In fact, your domain has a ton of potential, you just have to know what it can do for your options.

Redirect to social media.

One option is to redirect your website to your main social media account, like your company's Facebook page (you'll want one of those, too). And, if you want to be really smart, you could register the .social version of the domain either way. Then, you can have your .com or other TLD go to your regular website, and the .social go to your Facebook page.

Of course, there's more than just Facebook to consider. Think about your potential customers and where they'll be hanging out online. Is it LinkedIn? Twitter? Instagram? Pinterest? You can redirect your domain to any of your social pages, so you have lots of choices.

Sell with an online store.

If you plan on selling goods or services online, your website is going to need ecommerce to do the work. You can host your online store on your domain and call it done, or go in another direction.

Let's say that you operate a yoga studio, but you want to get into selling yoga mats. You could host your website on your .com, then get a .shop or .online TLD for your online store. Then you're not only protecting your brand, but expanding your footprint, too (just make sure to link between the two so you continue cross promoting).

Host your email.

Your domain can (and should) connect to your email host. Having a generic email address lets you communicate, but your company will look more professional with a matching domain — like bob@doghiker.coffee, to return to our previous example. An email address that matches your domain name builds trust and confidence in your company and brand, and that is something that will be more important to you as the company grows.

NO MATTER WHAT, MAKE IT YOURS.

When you have a business idea, consider buying a domain for it. Having a domain is always better than wanting one and not having it.

One last thing: once you have a domain, make sure you protect access to it. Turn on two-factor authentication to your account, use a unique password and use your own account when you register. That way you keep everything as buttoned up as possible, and your domain stays yours.

GODADDY GUIDE TIP



We have two email options for you to choose from: [Professional Email](#) and [Office 365](#). Both will get your email and domain paired up nicely, but be sure to check out each one to determine what features will work best for you and your business.



Mats Christéen — Foundry Wood | foundrywood.com

It's your turn.

HE WAS A PLAYER IN THE NHL AND A POTENTIAL MODEL, BUT MATS CHRISTÉEN GAVE IT ALL UP TO FOCUS ON HIS PASSION: DESIGN AND CARPENTRY. THE NAME CAME FROM THERE.

YOUR DOMAIN IS JUST THE FIRST STEP.

Your business has a bright future ahead of it, and securing your domain is the first step. So far, you've got options for naming your business, getting a domain name and figuring out what to do with it. All great, and just the beginning. It's going to be a fun ride.

The next steps.

By now, you have a solid idea about what to do with your domain name. Next, review your idea and do the research to check out the competition. Then, check out the next ebook in the series, where we discuss the creation phase of your business. While you might be a little intimidated or just feel like you can't turn your dream into reality — you can. Thousands of everyday entrepreneurs just like you strike out on their own and start a business. It's a very rewarding experience, no matter the outcome. Now's the time to start your venture.

You've got this. 

NO MORE HUNTING



Sarah Small • Wicker Goddess
• Featured Entrepreneur •

Sarah Small • Wicker Goddess
• Featured Entrepreneur •

IMPOSSIBLE



Sarah Small ditched the corporate grind for something better.

Every business venture, no matter its size, starts with a spark of inspiration. For Sarah Small of Tempe, Arizona, that came to her while planning her wedding.

“I just wanted to have a bohemian wedding,” Sarah says. As they looked at venues and planned things out, they discovered that there was a unifying theme: wicker. It’s the perfect medium for the type of event she wanted to have and what she loves to use for decoration around her own home.

Still, the idea hadn’t quite clicked yet — and wouldn’t until after Small was married. “After the wedding, we realized that there wasn’t really a market for bohemian home goods: vintage, pre-loved, beautiful pieces,” Sarah says. “That’s when the momentum started. It’s when we shifted the perspective and decided that we’re buying to sell, not just buying to enjoy.”

The wicker seed had sprouted, but now she needed a name. Sometimes naming a business can be tough because it may feel like nothing fits quite right. For Sara,

inspiration came from what was, in retrospect, an obvious place: her husband, Joey.

Sarah is the social media pro in the house, not Joey. “I’m not good at Instagram,” he says, “but I made a rare appearance there and I posted, ‘Happy Valentine’s day to my wicker loving goddess,’ and her friends and my friends thought it was hilarious.” Soon, both their friends and followers were calling her the Wicker Goddess, and the name stuck.

Now it was time for Sarah to take the plunge. “We went thrifting. We found all this really cool wicker stuff. But I thought, ‘Well, maybe I’ll just try to sell it myself.’ And that’s when I really started posting it.” And post she did. Soon, her Instagram feed was packed with beautiful wicker furniture, and it was selling, too.

“That’s when the momentum started. It’s when we shifted the perspective and decided that we’re buying to sell, not just buying to enjoy.”

With her social media feeds secured, it was time for her to get a domain. After scoring wickergoddess.com, she was off to the races.

Every business venture is going to have its share of challenges, and Sarah’s experience with Wicker Goddess is no different. But because of her passion for the products and a tiny pinch of good timing, she’s on her way to building a business that will stand the test of time. She’s even expanded her product offerings by selling greeting cards. That seedling has now sprouted into a beautiful business that has a ton of potential. Just like any plant, it will take a lot of care and help to guide it along, but Sarah has confidence that she has the right tools and abilities to continue living her dream. 🌱



PLANTTHEFUTURE.COM



URBANROOTSATX.ORG



Make your own way.

FOGUEGALLERY.COM



BRIANPOLIDIXONART.COM



