



Servepoint

How To Name a Business Guide

Give your business every chance of success with a cool, catchy and standout business name

Great memorable brands should last forever, so make sure you get it right from the start.

Register a business name

Government certified and accredited, register your business today. Get started FREE! It only takes 3 seconds to check if your business name is available

Check availability

Get business name ideas

Why settle for ordinary, when you can get extraordinary business name ideas specially crafted for your business by our branding experts at a fraction of the cost.

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Start your business in minutes with our readymade Business Starter Packs. All packages come with FREE business name, ABN, GST, domain registration and more.

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Find your perfect name today. Search our catalogue readymade brands and domains to find the perfect name for your new business, product or service.

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Servepoint

Where Australian's
come to get
business started!

As Australia's premier business startup service, we're fully certified and accredited with key government agencies, so you know you're in safe hands.

That's why new startups, business owners and professionals rely on us to register their business and get setup with everything they'll need to successfully launch for success.

Unlimited support

1300 00 NAME

support@servepoint.com.au

Why Do I Need a Great Business Name?

Imagine your brand name ... everywhere

Your brand or business name is critical if you're trying to get a new business, product or service off the ground.

People will use it in conversation and through online digital experiences. Who knows, they may even see it brought to life on the back of a bus, a billboard or even television.

Great names give you strong branding potential, high recall and the ability to attract more traffic to your website. The right name can set the tone for your business and help you to be found.

We've been naming brands for 12+ years and we're good at what we do. Our global portfolio embraces 5,800+ naming projects.

Our unique naming process guarantees that we will enable you to achieve your business goals, differentiate you from your competitors and create connections with your target audiences.

Name or brand design is the start of a story and the construction of an identity, so before you start your naming and brand journey, make sure you have all the facts.

Great memorable brands should last forever, so make sure you get it right from the start.

Introduction

In this guide, our naming experts share their secrets, processes, tips and what to look out for when creating or selecting a cool and catchy name for your new business start-up, product or service.



Your name should convey the skill, value and uniqueness of the product or service that you have developed.

Coming up with the best business name ideas can be time consuming, so consider using an expert in this field like [Business Name Ideas](#) or [NameKast](#).

Their specialty lies in developing names, brands and winning online strategies. Everything they do is based on a strategic and engaging process that will help you create, renew or strengthen your brand.

Every week, their copyright and design teams spend hours upon hours creating business concepts, trading names, brands and domains names, searching for the best concepts which can be applied to both established businesses and new business start-ups.

They've created 1000's of business, product and service names and each day they look forward to starting on your next project. All services are Fully Guaranteed.

Tip #1

You may
consider
enlisting the
help of experts



Start by deciding what message you want your name to communicate to the marketplace.

Whether you're launching a new business or wish to reposition who you are, your message or mission statement needs to reinforce the key fundamentals of your business.

The message needs to be clear and succinct. By developing your mission statement, values and strategies, you will start to pinpoint the key elements of what to emphasise in your new business, product or service name. Make sure to determine and identify your business strategies and objectives, all the while identifying suitable channels to deliver continued strength and growth.

Dig deep to understand how you want your brand to be represented in the marketplace and who your consumers are, more so, what makes them tick, what gets them excited and what will make them connect with your brand. During this process, you will also need to determine the following:

- New benchmarks or value adds you can introduce within your industry
- Development of new platforms that will engage new clients
- Identify ways to increase sales conversion rates
- Create opportunities that will help amplify and propel your brand, taking it to places it has never been
- What message do you want your name to communicate?
- Identify key elements of your product or service offering and then use these terms to create a business name idea

All of these key points will help shape your unique brand ID or TAG – It's part of the unique aspect that detaches you from your competition, allowing your customers to make a direct, personal connection to your new brand.

In an ideal world, the more your name can communicate to both staff, suppliers and consumers about your business, the less effort required to explain it.

Tip #2

Identify your brand message



Identify key elements of your products and services, then use these terms to begin creating a business name idea.

It is always a good start in the naming process to identify key elements of your product or service offering. You can start to use these terms when you get your design juices flowing when creating your new name.

As previously mentioned, the more your name relates to your service or product offering, the greater the chance your consumer will have of identifying exactly what it is that you do. Some people prefer words they can immediately relate to and comprehend. On the flip side, avoid using geographic or generic names.

An example of this is “Murphy's Paper Supplies”, this business would need to change its name if it ever wanted to expand its service offering to include other stationary products and supplies. See sample key elements by industry, refer to table below:

Furniture Store	IT Service	Café or Restaurant
Bedding	Computer	Eatery
Home	Information	Food
Lounges	Data	Coffee
Furnishings	Consulting	Diner
Lounge	Mainframe	Brasserie
Cabinets	Notebook	Delicious
Fittings	Lap Top	Tasty
Fixtures	Devise	Fresh

Tip #3

Give some
clues, convey
a meaning



Unleash, be creative and start NameGrafting

Research multiple sources for inspiration. Start writing down a list of keywords you would like to explore and use when creating your unique business name.

Create keywords and concepts and ensure that they are memorable, unique, have aural qualities, brand story power and potential trademark, linguistic and cultural issues. Combine these words with the keywords you identified in Tip#3. You could also use Thesaurus to come up with more names which you can use in combinations and make sure to write down your favourite name combinations.

As you have most probably found out by now, almost every word in the English language has been registered and trademarked, NameGrafting a name has become more and more popular.

What is NameGrafting you ask? This is a term NameKast created to describe the act of combining words to create your own word, or in this case, a unique, cool and catchy business name. Some examples of this are Compaq, Pepsi, Google, Reebok, Durex, FedEx and so on.

Abstract, or made up “NameGraft” names, are great for branding and search engine optimisation, because chances are that no one else uses these identifying names and google will send them straight through to your website.

All you need is a good marketing strategy to direct people to search for your new business name idea, website. An example of this would be Aereau. It means nothing to anyone, but it is instantly recognisable to people who it has been marketed to.

Don't restrict yourself, make sure to think outside the square. Your ultimate goal is to create a business name that stands out and gets noticed.

Creating new and unique business, product or service names is complex and beyond some people. So if you're starting a new business, you may find the act of NameGrafting beyond your capabilities, don't worry, just contact us and we'll do it for you.

Tip #4

Brainstorm,
identify
keywords,
start creating



Think Today. Dream Tomorrow

For businesses aspiring to drive their brand on the international market, it is important to secure a dot-com name.

The best business names for a global marketplace should have world-wide appeal, be catchy and not be culturally offensive.

This being said, when creating and discovering your new business name you must always take into account local, regional and global considerations.

So if you are going international, you must create a name that is also available as a dot-com domain name. While there is true and real value in other domain extensions such as dot-au, the ultimate domain extension is dot-com.

Your business name and domain name must be identical. This is a key element when deciding what your new business name should be.

Tip #5

Local,
regional and
global
consideration



Short, clear, snappy names work best

The length of your new business, product or service name is a very important factor, generally speaking 1-3 syllables and 10 -14 letters in length.

The longer the name, the harder it is to remember, the greater chance there is of spelling it incorrectly.

Lets say you name your business John Barry Cleaning Services, your email address would be john@johnbarrycleaningservices.com.

The better alternative would be to give your business a dynamic name like Netclean. This name is short, brandable, stands out and is easy to remember.

Don't use hyphens or other characters like &#()%*&?"', these will only cause mass confusion in the marketplace, and ultimately the consumer. If used correctly, numbers can be used but be sure to use these in the right context, e.g. 24/7 or 365

Tip #6

Name length
counts



If it sounds good, then it works

It's easy to identify a great name when you see it, hear it or engage with it whether it be in person, online, on TV, on a billboard or over the phone.

Great names sounds smooth and make you feel comfortable. There is something about the name that just feels right.

Take a look at these sample world class names that have taken the world by storm: Google, Ford, Apple, Huggies, Ikea.

Saying your new business name ideas out loud will assist in identifying which name rolls off the tongue most smoothly, and which name sounds the best when said aloud. This will give you an idea of how the business name idea would sound if you heard it over the radio, TV or on the phone.

It's not just about the name. The reality is, any name can be effective when backed by excellent service delivery, marketing strategy and brand development.

Tip #7

Name
pronunciation,
spelling and
recall value



Test name availability across all parameters

After you have developed and created your list of business, product or service name ideas that are memorable, expressive and bang for your buck, you now need to check the following availabilities:

- make sure that the domain name is available (either .com.au, .com or both)
- That it can be registered as a trading name with your local government authorities
- Is available across all social media platforms
- and you may also want to do a trademark search.

Not every business name needs to be trademarked, as long as you are not infringing on anyone else's trade name. However, you may want to consider engaging a trademark professional like Bayard Lawyers to make sure your new name doesn't infringe on another business's trademark.

After all, you don't want to get caught up in any legal disputes down the track once you have invested a lot of time and money into setting up your new business and/or project.

Tip #8

Business name,
social media
and trademark
availability



Social media boasts over a billion active users!

So chances are your ideal name may already be taken.

It's frustrating when someone else has registered your ideal business name, especially if you find out they're not even using it. Most social media platforms have a policy in place for trademark infringements, but if your name or business name isn't a registered trademark you're probably out of luck. [Here are some creative ways to come up with an alternative social media name:](#)

1. Add an initial, term or number

If your name's already taken, try adding an initial or number like @1Servepoint, or @GoServepoint.

2. Add a location

This is a great idea for local businesses, or businesses with multiple locations. You can add your country @AusServepoint, or your city, if you can fit it!

3. Use an underscore

This tip is last because it's not ideal. Underscores not only take up your valuable character limit, but they're also hard to remember. If your desired username @example is taken, it may not be a good idea to use @example_name instead.

Tip #9

Get your
business
ready for
social media.



Is the name catchy? Does it stand out?

Review all your initial criteria. Which name best aligns itself with your mission statement, values and strategies and objectives? Which name best matches the business, product or service you have in mind?

Developed names should undergo rigorous analysis to ensure they meet the required objectives, are memorable, possess storytelling power, and have the strongest chance of surviving deep level screenings. Shortlist the preferred names that survive the evaluation and screening process and finalise your shortlist.

Does the name have growth potential and expandability? Meaning, can you further develop your business offerings with this name, later in time? Does it suit your market space and have the right brand voice? Can it adapt to changes in the marketplace, after all, we're living in fast times.

Doodle the names. This may sound silly, but you will get a better feel of what works for each name when you write it down, draw it, or even start doodling a different logo designs. Having a sense of how the word would look can help you visualise if the name is something that you can see on street signage, on stationary, website and so on.

When narrowing down your selection, keep the following tips in mind:

- Remove names that are long or confusing
- Only pick names that appeal to both yourself and the kind of clients you are trying to attract
- Choose calming, reassuring and familiar names that invoke pleasant memories, affording your clients, staff and suppliers the opportunity to respond to your business on an emotional level
- Choose names that say something about your business
- Will it simplify the client experience and enhance client loyalty?
- Make sure the name is not obscure, clients will never know what it means
- Does it differentiate you from your competitors?
- Does it create a competitive advantage?
- Will it revolutionise your customer experience

If you're lucky, you'll end up with three to five names that pass all your tests.

Tip #10

Narrow down your selection



How do you make your final decision?

Test and gain active feedback on your shortlisted names with your target audience, friends, family, staff and associates.

Make it a strategic and engaging process. Ask them questions about the names, what emotions get stirred up, what they immediately think about, what does it remind them of, does it suit the industry. Deeply engage and see which names arouse and moves them the most. Create your own scoresheet for each name and ask them to score the name based on multiple aspects including does it stand out, have brandability, length of name, is it easy to remember and so on.

Once you've completed the review process and evaluated all scorecards, chances are your starting to lean towards a name that best suits your game plan. Results and simplicity is at the core of business names and brands, at Business Name Ideas, we like simple, because simple works.

By delivering captivating brand experiences that are both new and succinct, choose a name that creates enduring relationships with your target audience – essentially, that's what you want. In choosing your preferred name by focusing on results and simplicity, allows you and your team to deliver massive benefits to your organisation including:

- Help your brand reach its true potential
- Tell enchanting stories that connect with your target audience
- Deliver simple experiences that look, sound and feel great
- Set new industry benchmarks
- Produce real growth – both today and tomorrow

Remember, the name you choose will help you make decisions today that will have a dramatic impact on your business and your brand, for years to come.

Tip #11

Test your names, get some feedback



Once all is said and done, go with your gut feel,
you know your business better than anyone else.

Congratulations. You have made your final decision and can begin the journey of turning your dream business into a reality.

Contact Servepoint to secure your preferred domain name and if required, perform deeper levels of trademark screening in multiple global trademark and business databases. If needed, a linguistic check is completed to ensure your name communicates appropriately across targeted countries and cultures.

We will also organise to register your new business name with federal and regional authorities, and process the trademarking if required. We also understand that getting a new business or next big idea off the ground can be difficult, time consuming and costly.

That's why our Business Starter Packs makes the process of starting a new business easy and affordable by offering everything you need to get started, no hassles, fast and simple.

As the business owner and key stakeholder, you will have to live with the name for a very long time. So take your time and choose your new business, product or service name wisely. Make sure that you are happy with your final decision and truly believe that it best suits your needs, meets all initial criteria guidelines and most importantly, resonates with your target audience.

Naming a business is a lot like building a house. Once you lay the foundation, the entire structure is aligned to that original underpinning. If not aligned correctly, even just a little, the rest of the structure is off and begins to develop irregularities, eventually becoming dysfunctional.

Take the time, get it right from the start.

Tip #12

Make sure
you're really
happy with
the name

