



Choose a Trading
Name

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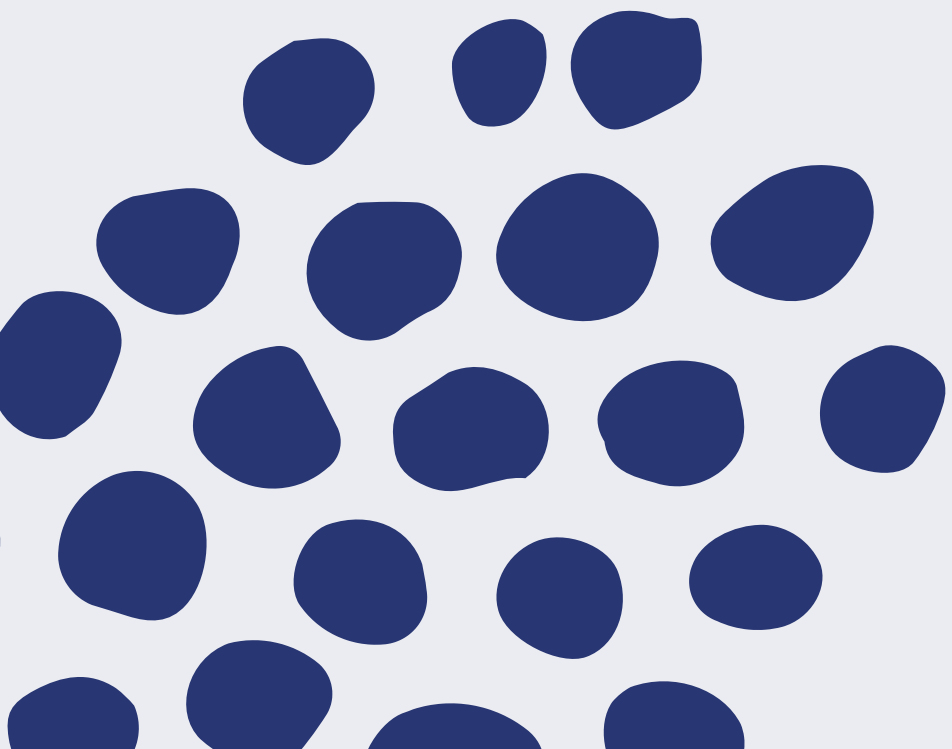


4 stages:

1. Brainstorm your ideas
 2. Check the list
 3. Decide on a name and move on
 4. Don't break the 48 hour rule!
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Step 1:

Write down all the
ideas you would like
to use





Here's a few pointers to consider when naming your business:


- It's ok to include your own name if you want as we are aiming for the personal touch
 - It's ok to include location as you want to keep your work local to a certain area
 - It's a good idea to include some business keywords so people know what it is you do, such as care, support, assist, help, personal.
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Step 2:
Check the Business
Name Checklist!





Here are the 6 checklist points that you need to consider when choosing a name for your business:

1. Which name makes it clear what your business offers? Is it clear it's a business offering care?
 2. Research shows that people do not like numbers and incorrect spellings in names. Does your name have numbers or incorrect spellings in it?
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3. Social Media: The best way to advertise is to go through social media, of the platforms that you use, is your business name available?

4. Companies House Register: You do not need to register your business with companies house as you are self employed and not a ltd company. But it is a good idea to see if your name comes up as you don't want to trade under someone else's business name.


Google Companies house and then click search the register





5. Check google for the name you wish to use, does it come up at all? You are looking for other businesses with that name and also checking there isn't anything dodgy about that name

6. Check whether the name is available on the email platform you wish to use. We recommend using gmail so you can use google drive for easy storage and access to documents if you need them.



Name Checklist

Is it clear what my business does? ☒ ☐

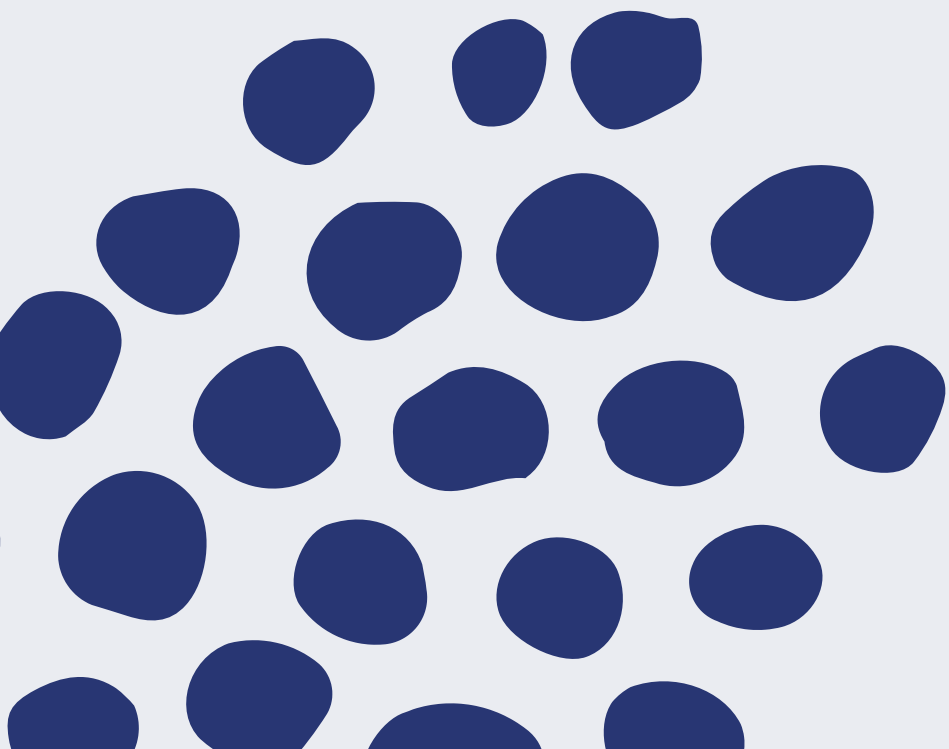
Any numbers or incorrect spellings? ☒ ☐

Available on social media? ☒ ☐

Not registered with companies house ☒ ☐

Does it come up on google? ☒ ☐

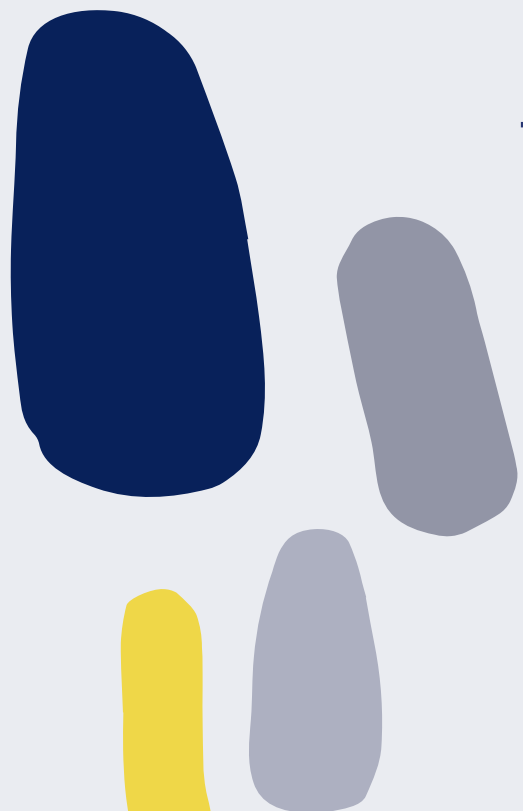
Available on email? ☒ ☐



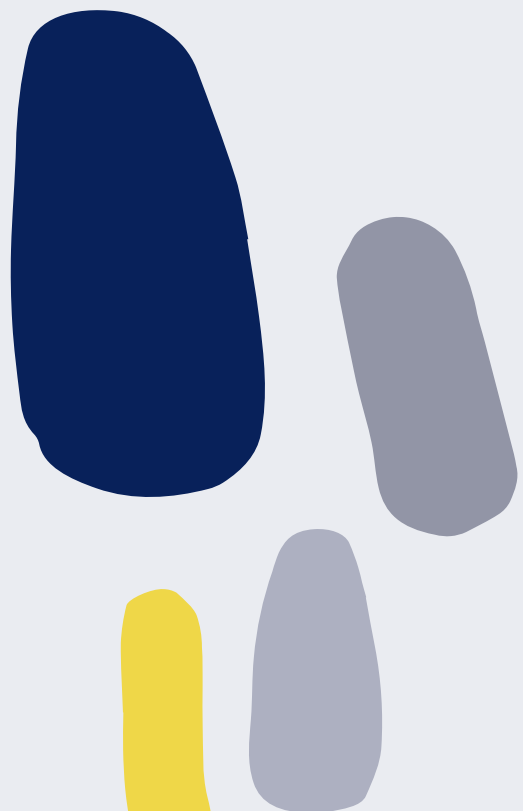
Step 3: Decide on a
name and move on!!






Tell us in the facebook group what your business name is!




Step 4: Do not
break the 48 hour
rule!



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- Taking any longer is a sign of procrastination and /or perfectionism.
 - Done is better than perfect!
 - In truth, your business name really isn't that important!
- 



People remember you and
how you made them feel.....
not your business name!





Finish this sentence...

My business is called....

