

8 Ways to Create a Catchy Business Name

(with a single word)

- 1** Letter Removal: Tumblr Grindr Snappr
- 2** Letter Duplication: Fiverr Joyy Simpple
- 3** Letter Substitution: Desygner Lyft Treez
- 4** Word Truncation: Canva Arro Appen
- 5** Word Extension: Shopify Fastly Coursera
- 6** Word Hacking: Zomato Zillow Udemy
- 7** Word Misspelling: Easil Kinetik Babbel
- 8** Word Creation: Chegg Taboola Koodo

The 7 Steps for a Brainstorming Session

Here's a simple process you can use to create potential names for your business.

- 1. Create a list.** Create a list of words related to your industry and business. Aim for a minimum of 40 words. Do this a few days before the brainstorming session happens. If you need to expand the keyword list, go to relatedwords.org to generate more words.
- 2. Prioritize the list.** From your initial list, create a smaller list of twenty to thirty words that you like. Some criteria to consider are relevance, assonance, and length.
- 3. Apply methods.** Go through each of the eight methods one by one and apply these methods to the words on your priority list.
- 4. Create a benchmark.** If you don't come up with a great name after one session, choose the best name from this first session as your benchmark. This gives the following sessions a clear standard to beat. This process helps the group become more unified by encouraging cooperation in choosing a first-day winner. It also helps validate whether or not you have chosen the right members for the group.
- 5. Validate availability.** Do a preliminary online search to see if a company already uses the name. This process does not replace professional legal validation but is instead an easy way to narrow down the choices you might bring forward for potential registration.
- 6. Do nothing.** If you have a name, that's great. Take a few days off to think about it before going forward. A few days of reflection will help you to weigh your name choice properly. If you don't have a viable name, you should still take a few days off. Running back-to-back daily brainstorming sessions generally leads to poor results. Always take time off between sessions to recharge.
- 7. Repeat the process.** You'll unlikely come up with a name after one session, so you'll probably have to run through the steps again. Even if you created a name you like in the first session, running a second session is worthwhile to see if the name can be beaten.

Two Extra Tips for Brainstorming Names

You will probably need to generate more words for the first step of the process if you're running more than one brainstorming session.

For example, if you're running a real estate business, you probably have words like home, land, and house on your initial word list.

Take each of those words and run them through relatedwords.org to create more word choices. Using the word "home" will generate additional words like dwelling, abode, base, domicile, place, etc. It's a very easy way to bolster your initial keyword list.

Secondly, when it comes to method eight, creating a made-up word, start by basing it on words in your business-related list of words.

Take a word, scramble it around, and add a vowel if necessary. For instance, the word "home" can quickly become something like "Mohee."

Good luck!

Full article on [Brainstormo.com](https://brainstormo.com)