

From the Desk of the Client Services Coordinator

Our client services coordinator, Lynda, speaks to hundreds of women business owners every year. We will be profiling some of the issues they call about, and some of Lynda's suggestions to them. This month's topic is:

The Name Game – Selecting a Good Business Name

A great name is the beginning of a great brand. Here are some of the main characteristics of a good name:

1. It's easy to remember and easy to pronounce.
2. It's easy to spell and requires no explanation.
3. It describes your business category - including a descriptive component in your name can help customers understand the nature of your business. Avoid including descriptive elements that could quickly become out of date or inaccurate.

Try to keep your business name one or two syllables long, and start each syllable with a strong consonant (B, C, D, G, K, P, Q, T). Avoid using a number in place of a word or parts of words, a "Ph" in place of an "F" or "Z" instead of "S". This makes spelling the name – and locating you on the internet – frustrating for potential customers.

The name you choose should be appealing - both as a word and visually. You might not be ready to start designing a logo, but you do have to consider how your company name will translate into a visual identity. Most people "see" images when they read or hear a word. Incorporating a visual element into your business name can be a terrific advertising tool and a powerful trigger to the customer's memory. Make sure that the images associated with your name are positive.

Once you've decided on a great name for your business, you need to be sure that no other incorporated company has that name. You can search existing corporate names online by visiting www.fin.gov.bc.ca/registries. This site will tell you whether your first name choice can be approved for use in BC. If your name is available for use, this site also has easy to follow instructions and tips on how to register your name.

If you have any questions about choosing a name for your business, please contact Lynda, our Client Services Coordinator between the hours of 8:30am and 4:30pm, Monday to Friday at 1.800.643.7014 ext: 112 or email lynda@womensenterprise.ca.

Source: <http://thinkvitamin.com/business/how-to-name-your-company/>