

How To Choose A Business Name

By BB Lee

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(500 Words)

Choosing a name for your home business is often a hard task for many new entrepreneurs. They want a cutesy catchy name that will get attention. But, alas, that cute catchy name might sound nonsensical and turn off potential clients looking for the services of an established, reliable, professional.

THINK ABOUT IT!

Your business name will have it's own identity.
It's own bank account.
It's own checking account.
It's separate bills.
It's own reputation.

So, in fact you are creating a brand new Identity with it's own' **UNIQUE** circumstances. Take this into consideration when choosing your business name.

Most business experts believe you should choose a name that expresses what your business is about. Therefore, if your name is Mike and you are a auto-repair man. You would call your business "Mike's Auto-Repair Service. Or if your name is Bonnie and you were a hairstylist, you might call your business "Bonnie's Hair Design. Our friend Artie is a free-lance web designer. Who's well known for his speed and accuracy. A good name for his business might be "Artie's Rapid Web Design. Any one reading his business card or Ad would know immediately what his business is about.

On the other hand you want to select a name that will not tie you down. Many entrepreneurs start out in one business area and wind up in another direction. Say you are like our friend Artie who started out designing web-sites for new businesses Online. Later on, Artie decided to teach web design and write ebook tutorials. Our friend Artie could easily expand his services and keep the original business name because it was general enough to fit the new direction his business took.

When you find a perfect name be sure to register it with state and local offices. This registration is called DBA. Doing Business As, this protects you from others using your perfect name and gives you the legal rights to do business using this business name. Also, make sure that business name is not already registered to someone.

Contact your local city and state offices for the correct procedures and proceed to register your name.

Now, it is completely legal for you to open a bank account, credit account, arrange for checking accounts, lease equipment, setup a telephone line under your new business name.

Let's Review:

- Decide You Want A Professional Name That Gets Attention.
- Select A Name That States Exactly What Your Business Is About.
- Make Sure The Name Allows Business Growth To Other Areas.
- Make Sure The Business Name Is Available.
- Register Your Name With Your Local City And/Or State Office.

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