



## **Company Name Brainstorming Form**

Thank you for participating in “THE” company name brainstorming session. Your input is invaluable in helping us develop the perfect name for your new venture. Please complete the following form with your ideas and thoughts.

### **Section 1: Participant Information**

- Name:
- Email:
- Role/Position:

### **Section 2: Brainstorming Questions**

Please answer the following questions to generate ideas for your company name:

What are the core values and mission of your company?

Describe your target audience or customer persona. Who are we trying to appeal to with your company name?

What words or phrases come to mind when you think about your company's products or services?

Are there any unique qualities or attributes of your company that should be reflected in the name?

Consider the industry and market we operate in. Are there any naming conventions or trends we should be aware of?

Brainstorm words, phrases, or concepts associated with your company's vision and goals.

**Section 3:** Name Ideas. List any name ideas you have for the company.

Please include a brief explanation or inspiration behind each name.

Name Idea 1: Explanation:

Name Idea 2: Explanation:

Name Idea 3: Explanation:

(Feel free to add more name ideas as needed.)

**Section 4:** Additional Comments Is there anything else you would like to add or any specific considerations we should keep in mind when choosing a company name?

Remember that the best company names are typically easy to spell, pronounce, and remember. They also resonate with your target audience and align with your brand identity.

Once we have a list of potential names, you can narrow them down based on your company's specific goals and preferences.

Thank you for your input! Your contributions will play a crucial role in selecting a meaningful and memorable name for your company.

## **Here are some general naming approaches and techniques to consider:**

### **Descriptive Names:**

These names describe what your company does or the industry it operates in. For example, SleepWear,LLC.

### **Abstract or Creative Names:**

These names are unique and may not directly relate to your industry but can create a memorable brand. Think of companies like "Apple" or "Google."

### **Acronyms:**

Consider using initials or an acronym for your company name. For instance, "IBM" stands for International Business Machines.

### **Portmanteau:**

Combine two words relevant to your business to create a new, distinctive name. For example, "Microsoft" is a portmanteau of "microcomputer" and "software."

### **Made-Up Words:**

Invent a completely new word that is easy to pronounce and remember. Companies like "Kodak" and "Xerox" are examples.

### **Local or Geographic Names:**

If your company has a local focus or is tied to a specific region, consider incorporating a city or region's name into your company name.

### **Metaphors and Symbolism:**

Think about symbols or metaphors that represent your company's values or mission. For instance, "Nike" takes its name from the Greek goddess of victory.

### **Storytelling Names:**

Share the story behind your company's name. If there's a meaningful narrative, it can resonate with customers. "Amazon" chose its name to convey the idea of a vast and diverse marketplace.

### **Feedback and Collaboration:**

Involve your team or colleagues in the brainstorming process. Sometimes, a fresh perspective can lead to innovative name ideas.

**Check Domain Availability:**

As you brainstorm, check the availability of domain names and social media handles to ensure the name can be used online.

**Trademark Search:**

Perform a preliminary trademark search to ensure your chosen name is not already registered by another company.

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