



CoLab Market is a curated outdoor arts and crafts fair open to artists, craftspeople, designers and makers at all levels of their career from student to advanced professional.

CoLab Market is offered in partnership with Roots Community Services.

CONTACT US

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#CoLabMarket 

How to Name Your Business

COLAB MARKET
1810 DUNDAS STREET EAST
MISSISSAUGA, ONTARIO
SATURDAY, MAY 7, 2022
11 AM TO 5 PM

NAMING

KNOW THE BASICS

What do you want your business name to communicate? Write down: 1. your type of business, 2. a word you want to have in the name, and 3. how you describe your brand.

MASH IT UP

Write down words associated with your product or service. Mix the first and last syllables to make one word. Is your invented word unsightly, or does it have character?

Play around with the spelling to give it more polish, like Netflix (internet and flicks). Make sure it looks professional.

TEST IT OUT

Make your business name easy to spell, pronounce and remember. It will help to boost your brand recognition.

Make it specific to what you sell but not too specific. At the same time, avoid it being generic. Avoid choosing a name that pigeonholes or impedes the growth of your business. An original business name will differentiate your venture.

Your business name should resonate with your customers by evoking a particular interest, memory or feeling.

Search the internet and social media platforms to make sure your business name is yours alone.

Take ownership of your business name. Check if the domain is available on registration sites, especially the '.com' option. If it is, register your domain name right away.

Then pick names for your Instagram handle, Facebook Business Page, and other social media aspects of your business.



HOW TO MAKE IT FLOW

Do a final run-through before sharing it. Can you see the name splashed across a billboard or in the news? Close your eyes and try to imagine it. This will allow you to truly see if it's a fit.

Let the idea marinate overnight or even for a few weeks before making your business name official.

Changing it later - in legal documents and branding assets - will be a lot more complex than doing it now.

