

Workbook

Creating Your Brand Name

ASIAN FEMALE

ENTREPRENEUR
collective

Creating Your Brand Name

Hello there!

So, if you are reading this then most likely you are thinking of a business name for your beautiful brand – YAY!

Take some time for this task and go somewhere quiet, free from distractions. I would highly recommend using a pretty and inspiring notebook to get you fired up and inspired!

I always get asked if brand names should be your own name. Personally, for me, I love brand names that aren't a person's name and sound quirky and fun! But it is entirely your choice.

So, what I would recommend first is brainstorming key words that you want to be associated with your brand. For example, when I was creating the Desi Bride Dreams brand, I came up with key words that would resonate with my ideal client. Place these key words on post-it notes so you have a big selection. You can spend around 30 minutes on this.

Once you have all of your keywords then use the post-it notes to come up with different variations of brand names and see what resonates with you.

What you can also do is ask in the Mastermind group or the Lounge group using a poll. Always explain what your business is and then ask which of the options people prefer. And, of course, you can post in the Mastermind group to get your feedback.

Once you have your brand name it is important to see if your brand name exists out there already. A quick Google check for websites and a check on social media channels such as Facebook or Instagram will inform you if it has already been taken.

Creating Your Brand Name

It's important to note that if the business name you want to go ahead with is trademarked by another individual then it is best to totally steer clear of this name! Even if it isn't exactly the same.

You can search on this website to put your mind at ease

> <https://www.gov.uk/search-for-trademark>

Many female entrepreneurs ask me if they should get their business name trademarked. This is entirely your choice. You can find more information here

> <https://www.gov.uk/how-to-register-a-trade-mark>

If your business name has been taken, then repeat the process until you have a new option!

Domain Name

Once you have decided on a name, and it has been finalised, then register your domain name.

We recommend GoDaddy or Bluehost to do this!

Hosting

Once you have a domain name registered and purchased then you also need to have hosting for your website. We recommend Wordpress as it's brilliant for SEO long term! You will most likely need a Wordpress designer and we have placed our recommendations into the portal. If you want to a DIY option then Squarespace or Showit are great but you need to head over to the website module for more details.

Before you build any sort of website it's important you do the ideal client and branding module. Any questions on this please just let me know through the group!

Creating Your Brand Name

Professional Email Address

It's imperative that you have a professional email address for your brand. First impressions are everything to your dream client!

So instead of afec@hotmail.com it should be something like hello@afecollective.com or something similar.

I personally use Google Business which is super easy to set up and doesn't cost much at all per month.