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Essential criteria when selecting your brand name

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10 essential criteria when selecting your brand name

- Does it instantly convey what my business relates to?
- Does it spark the interest of my target audience?
- Is it simple to pronounce and spell?
- Is it easy to remember and recall?
- Is it distinct and unique from competitors?
- Is it free of risky copyright or trademark issues?
- is the website domain is available?
- Are social media handles are available?
- Does it reflect the personality I want for my brand?
- Will it remain relevant as my business evolves?





Thanks!

Add this to guide to your toolbox. Use it when considering and selecting your brand name.

Visit my blog for other important factors to consider when choosing your brand name and design.

Patricia

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