



HANNA FITZ



THE ULTIMATE GUIDE TO CREATING
AN ICONIC BRAND NAME

A NOTE FROM HANNA FITZ

Thank you for downloading my free guide on creating an iconic brand name for your business.

It's an area of branding, that I know can be quite frustrating for a lot of new business owners or existing business owners looking to rebrand.

You can spend hours, days and even months trying to come up with the perfect name. I have personally experienced this.

It is definitely worth your time and effort to get this right because hopefully you will have this brand name for years to come!

This is why I have developed this guide, to help you through this exciting process with more ease, so that you don't miss out on the important factors to consider when creating your brand name.

Let's Get Started!

Hanna



NAMING YOUR BUSINESS

Your brand name has a key role to play in the success of your brand. A great name will help you attract the right clients, send the right message about your brand and attract the right opportunities for growth and expansion. When naming your business it is important to consider your long term goals.

The brand name says a lot about the business. For instance, while sailing Bora Bora last year, I heard of a hotel with water bungalows called "Bungalove"; the mental image, an 80's looking Vegas hotel room with a heart shaped bed and lots of pink satin sheets sprung to my mind!!! (Yikes!) not exactly the Four Seasons image most people dream of.

Choosing a name for your brand is such a key part of building a world-class brand, yet so many people get this wrong. Even major multi-million dollar companies are prone to this faux pas.

Did you know that founders Larry Page and Serge Brin originally called the search engine "BACKRUB" but thankfully renamed it GOOGLE which is a play on the word "googol" a mathematical term for the large number 10 to the power of 100" is connected to Google's mission of organizing the world's infinite information".

I know Ralph Lauren made a great move when he dropped "Ralph Lifshitz" for a more upscale, "Town and Country" worthy name. Take the famous Barbadian World Class Performer for instance, a great business decision was using her middle name only "RIHANNA" as opposed to "Robin Fenty".

I was so proud of one of my private clients who totally transformed her brand by going from an obscure name like **"Senebti"** to **"Beauty in Bloom"**.

Here are some key factors you need to consider when naming your brand:

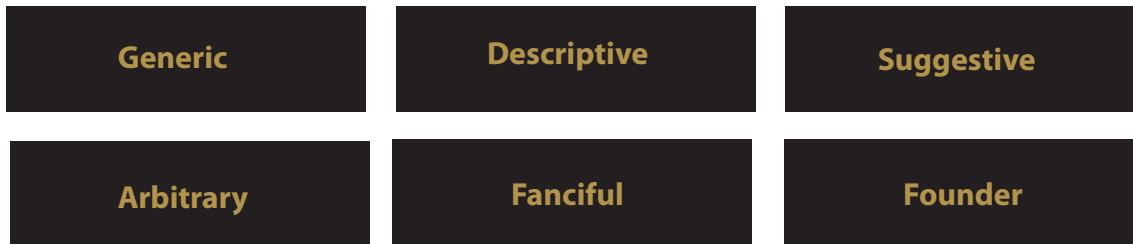
If you are planning to create a business for the purpose of selling it, consider creating an impersonal name e.g. Microsoft. This makes the business appear larger and easier to transfer ownership.

However, this really depends on your industry, take for instance brands like Kate Spade, Giorgio Armani and Chanel named after the founders. You have to decide what type of business you want to create and if your name is suitable to brand it.

In service based industries like the coaching industry, the business name is often the founder's name, because these businesses are high-touch, personalized services. People are buying from a personality and the personality is the brand.

Another factor to consider, is not giving your business a name based on a city or town, so that you give yourself the latitude to expand. That is, unless your business is really location based and cannot be expanded outside your town, country or city. Your brand will evolve over time. You need a name that can expand with it.

There are six categories of names:



Generic: generic phrases or terms are not great choices because you are unable to trademark them. Essentially the law does not allow a company to claim a generic term as its proprietary mark. So you can't call your apple farm, Apple. However if you apply a generic term to an arbitrary product or service, it is a strong trademark e.g. Apple computers, etc. You can also add a word to a generic term to make it protectable. You should get an attorney familiar with the laws within which you operate to guide you through this process.

Descriptive: names tells you what products and services are being offered by this business. Some examples, *Chocolate Factory*, *General Motors*. These are a bordering generic and can be just as difficult to trademark. They also offer a narrow scope for expanding with the business as its products and services expand over time.

Suggestive: this type of name is not descriptive but rather suggestive. It is a creative name that has it's own personality, using a metaphor to evoke the experience of the brand. These names are great differentiators e.g. *Nike*, *Fast Company* and *Virgin*.

Arbitrary: This is when a generic term is used for a business entirely different from the original use of the word. The challenge here is to teach people to associate this term with your brand and not it's original meaning e.g. *Apple computers*, *Orange network*.

Fanciful: There are invented names that are strong trademarks because they did not exist before you created it. However, this doesn't mean that they are easy to come up with and you run the risk of your clients not being about to relate to some weird, hard to pronounce invention. When done well, they can become timeless e.g. *Kodak*, *Verizon*.

Founder: This is where the brand is named after the founder which is very common in Fashion, Coaching, Consulting and Service-based business. This is because of the personal nature of the service. Some examples are *Coco Chanel*, *Giorgio Armani*, etc.

NAMING YOUR BUSINESS

Answer the following questions to get clear on the best name for your business.

What are your long-term plans for this brand? Do you plan to grow your business to sell or are you planning to create a personal brand in your name?

Based your long-term plans and the six categories of naming on the previous page, which one would you like to use to guide the naming your brand? *E.g. Founder, Fanciful, etc.*

Are you planning to expand to areas outside of your niche market in the future? If yes, try not to give it a name that pigeon holes it e.g. Vegan Cakes












What do you want people to associate your business name with?

How do you want people to feel when they hear your brand name?

Are there any words, movements, objects, memories, etc. that you would like to consider for your brand name? *Anything that you feel connected to and that your ideal clients will relate to.*

Make a list of some keywords or phrases that best reflect the core values and unique characteristics that you have identified for your brand. You may want to use the words in your core values and brainstorm synonyms and phrases that are a reflection of them. Keep brainstorming and writing down ideas as they come. For example, you can also use a play on words, like the copywriting company **“Talking Shrimp”**.

Narrow down your list, selecting the top 3-5 possible names using the following test:

-  Is it timeless? *(will this name stand the test of time or is it just a fad?)*
-  Is easy to remember?
-  It is easy to pronounce and spell?
-  Will it mean something to my target audience, will it appeal to them?
-  Is the domain name available?
-  Will you stand out with this name?
-  Is it unique or am I imitating a well-known brand (does it sound like a copycat name)?
-  Is the name plain, descriptive and too safe?
-  Are the words too obscure that no one will know what it means?
-  Does it bring up a pleasant memory or feeling?
-  Is this a name I can trademark? *(Do a trademark search in Google type Trademark search + Your Country to find out whether this name is already registered in the country you will register your business)*

What does this name mean in other cultures or languages that you may end up doing business with?

Puffs started selling its tissues in Germany, they discovered the name "puff" is German slang for "brothel". So please check Google translate because you will be operating on the web attracting a global audience.

Is the URL available for this brand name? *You can use any domain register to check like godaddy.com, etc. Once you have decided purchase it immediately.*

Once you have a few options you love (like three good ones), I would recommend not asking your family and friends but rather some potential clients to select their favorite. Your family may be well-meaning but they may try to take the caramel out of your ice-cream and leave you with plain ole vanilla.

Say the name out loud and see which one gives you a more positive feeling.

Now its time to write down your new brand name and why you absolutely love it!

Once you are happy with your new memorable and iconic brand name, it's time to build a world class brand online. I invite you to learn more about my 90 Day Private Coaching Program designed to guide you through the process of building a high-quality, feminine and professional brand online. [Click here to learn more.](#)

PRIVATE ONE ON ONE COACHING

IF YOUR DESIRE IS :

To work with high-end clients and express yourself more authentically through your message and brand image?

To make an impact in other people's lives using your experience, skills and expertise while living out your passion?

To have an elegant, one of a kind brand with a unique website, powerful visuals and a compelling brand message that attracts the right clients?

To have a freedom based brand and lifestyle so that you can work from where ever?

To stop hiding, playing small or downplaying your greatness so that you can step out bolder to own your place as a world class leader in your niche?

Then my private one on one coaching program might be right for you. This is a high-level mentorship program, is designed to help you create a high-quality brand online. It is tailored to your own stage in life and business yet structured to help you **TURN FEAR INTO FORTUNE** so that you deliberately create the life and high-quality brand that will support your vision and desires.

YOUR CHALLENGE IS NOT A LACK OF CLIENTS. IT IS A LACK OF CLARITY, STRATEGY AND VISIBILITY. I'LL HELP YOU.

If you are an existing online coach, consultant and service-based entrepreneur or just starting out with a new business and want to fast track your **VISIBILITY, IMPACT and INCOME**, keep reading.

In this program, we will work together to get clarity about your ideal client, create a captivating brand message and world class brand image to accelerate your entrepreneurial career.

Let's work together to position you as **THE EXPERT** with greater **CLARITY, STRATEGY, and STYLE**.

LEARN MORE HERE!

