

# + Naming your business

**Keep your buyer personas from last week to hand.** Remember that you need to name your business for them to find you, love you and buy from you.

On a white board or A3 paper write all the words that come to mind related to your business.

**Related to you**

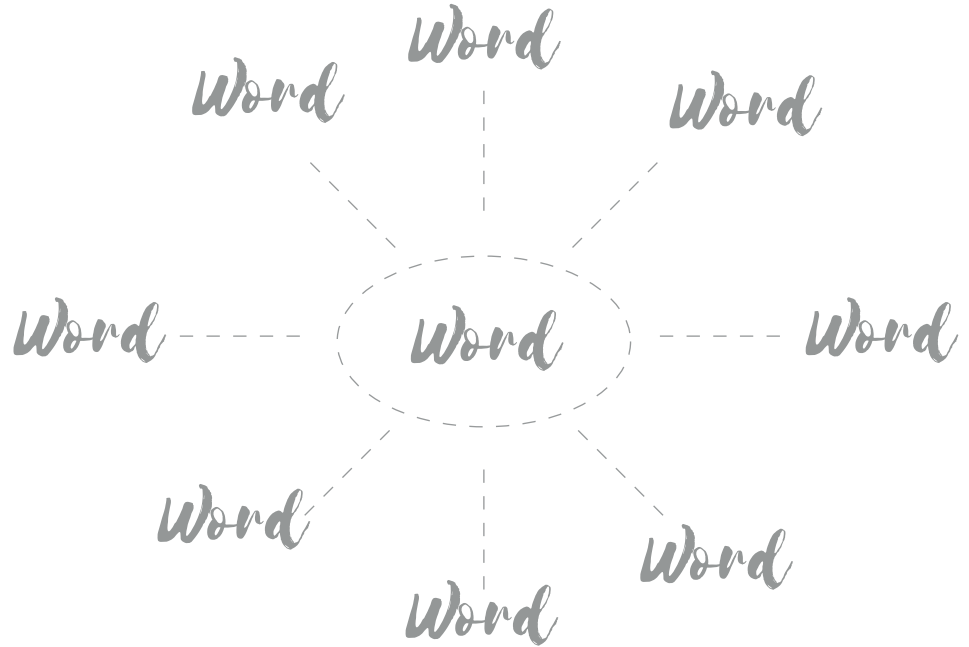
**Synonyms**

**made up words**

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### Combine and play

From the words that you have come up with, put them in a format that makes it easy to play with them. Cut them or use a diagram.



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## Time to choose

Make a selection of 3 to 10 names.  
Show them to friends and if possible to  
potential customers.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_