



HowToWorkbooks

REAL WORKBOOKS. REAL RESULTS.

FREE CHECKLIST

Business Name Checklist

7 rules every founder must follow

Your business name is the first thing every customer sees. Use this checklist to evaluate up to 3 name options against the 7 rules that make a business name memorable, available, and built to last.



Keep it short

Aim for 1–3 syllables. No more than 3 words.
Short names are easier to remember and spell.

1

Easy to spell & pronounce

If you have to spell it out every time,
it's working against you. Keep it intuitive.

2

Check availability first

.com domain Social handles
Trademark Company register

3

Avoid trends & clever spellings

Will it still feel fresh in 10 years?
Unique spellings make you harder to find.

4

Say it out loud 10 times

Does it flow naturally in a sentence?
Could it be misheard or mispronounced?

5

Check it in other languages

Does it mean something embarrassing
in another market or language?

6

Make it domain-friendly

Avoid "and", numbers, hyphens,
or names that need long abbreviations.

7

Evaluate Your Name Options

Tick each rule your name passes

Rule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1. Short	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Easy to spell	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. No trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Sounds good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Other languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Domain-friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Score /7	<input type="text"/>	<input type="text"/>	<input type="text"/>
Winner? ✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How to use this checklist — Note: Any name that fails Rule 3 (availability) should be eliminated regardless of its score.

1. Write up to 3 name options in the grid columns.

3. Count ticks and enter the score in the Score row.

2. For each rule, tick the box if your name passes.

4. The name with the highest score is your best option.