

Business tips for starting a profitable creative business.



How to pick a business name that grows *your* business

You want to pick a name that helps your business grow.

Your goal is to grow fast, right? Kudos to you for starting down the right path. Picking a name is about your customers and how they will find you.

Let's go over a few common mistakes and some tips to consider when you decide on your name.

PHASE 1

Be sure to avoid these pitfalls when you name your business

- 1. Don't use misspellings or wrong spellings.** Often cute names come out and creative businesses will spell them wrong. Example is *Kreations by Kelly* instead of *Creations by Kelly*.
- 2. Using your name that no one can spell.** If your last name is hard to spell or say, think of only using your first name or something totally different. If no one can find you, this is not going to make growing your business easy.
- 3. Naming the business after something that has nothing to do with your business.** A common example is how people will tell me about a loved one who has passed and they are honoring them by naming their business after them; or after something they love. They are now struggling to get followers and sales cause their clients can't find them online because of this name.

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PHASE 2

Tips for naming your creative business to get more sales.

One key factor to keep in mind is: *keep it simple!* It might feel like your missing out but your not. Our creative brains want to be clever, cute, fun and all that. However, these often hinder your growth because they leave potential customers confused.

- 1. What do you sell/offer?** Steer away from cute names, that creativeness makes it hard for people to know what you exactly sell/offer. What do they Google® to find businesses like yours? Using those words will help you grow!
- 2. Who is your customer?** Get inside your customers' head. Name the business something that speaks to THEM - This makes it easier to attract the right followers.
- 3. Search Social Media & Websites to see if they are available.** It's so frustrating to find a perfect name only to find out it's already taken. You don't want to be sending customers to someone else's page!

PHASE 3

If no one can find you online, this is going to make growing your business extremely hard for you. Use this spot to brainstorm some ideas. What will you offer or sell? Who is your ideal client? Write them down and talk to customers, someone who is in your tribe.

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