Name Rating

A Worksheet to Help Name Your Business

Add the names you like to the columns below. Give each name a score using this scale. Then, total each column to see which name works best.

1	**2**	**3**
eh, it's alright	yeah, it works	it DEFINITELY works

The Criteria	Name 1	Name 2	Name 3	Name 4	Name 5
It satisfies the original naming goals					
It's memorable					
It's easy to spell					
It's easy to say & read					
It looks nice written out					
It stands out from our competition					
It fits the industry					
It's timeless					
It fits our internal culture					
It has positive associations					
It's exciting~					
Total Points					