



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

eh, it's alright

2

yeah, it works

3

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