



# 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                           |        |        |        |        |        |