

# NAMING YOUR CREATIVE BUSINESS

This part of starting a business can feel like such a big stumbling block. You have an idea in your head of what you want your beautiful handmade business to look like, you have a really strong sense of how it feels and looks but the naming of it just seems like a really small target and nothing quite hits the mark. If you follow along with these steps, it will help you come up with something that really suits your business.



## *Create a Pinterest Board*

This really is a starting point for me for really any creative issue, but I swear by it! By creating a visual board of how you want your business to look and feel you can start to form a picture in your mind. It doesn't need to be full of your own creations but it should be photos and images that FEEL how you want your business to feel to your clients. Is your vibe vintage or modern minimal?

So you love bold colours or muted pastels? FILL a board with images you love that represents how you want your business to look. In the PDM Course, we take this exercise to a new level and honestly, it is pure gold.

We'll come back to how you use this in the next steps.



## *Brain Dump*

Approach this exercise with focus but be open to pouring everything out. Set some time aside where you can focus and play with this. Put on some music that fits the mood of your business, grab some felt tips, your favourite pen, whatever feels right and let the words and ideas flow onto a piece of paper.

Don't hold back, don't judge what is written, just write. Write down words that come to you, things you like, words that mean something to you, colours, moods. FILL the page with words. See page three for a brainstorm worksheet.



## *Refine*

At the same time as you refer to your Pinterest board, go over the words you have written, what words stand out to you? Which ones are you drawn to? Do they fit your Pinterest board? Which ones just feel good? When you have a selection of words that could quite happily sit alongside your visual board, you are ready to move onto the next step.

# WHAT'S IN A NAME?

In the first step you have created a collection of emotive words that really represent your business, you may not know how to pull them together yet or which ones to use, but just keep them with you as you look at the following. Let's look at some types of name structures:



## *Sweet & Simple*

How about something that does what it says on the tin? Something really straightforward that explains exactly who you are or what your business does. Examples might include: Amy's Doll Making Studio/ Amy's Handmade Dolls/ Designer Dolls by Amy.

Whilst you haven't utilised any of those emotive words from your brain dump session, you might be drawn to this style. These names are great if you are mainly selling locally but might not stand out in the online space.



## *Set the Scene*

Start to play with those words you brainstormed and add in some words that ground them a little back with a word like 'design' or 'studio', 'shop' or 'Maker' etc. Let's say your vision board was full of orchards/ trees/ picnic blankets/ summer days/ ... you might play with some names like 'Apple Tree Studios', 'Damson Doll Designs', etc. These examples might be a million miles away from the vibe you are looking for but the words YOU have chosen will reflect your style and the style of your business.



## *Better Together*

Placing two words together with 'and' is often visually very appealing and a really simple way to create a name. Blossom & Friday came about simply because I love Spring and the day I used to take time to explore my creativity was a Friday. Meaningful words tell a story about your business



## *Word Play*

Can you play with and mix words up. Can you use your name or part of it and add another part of a word. One of my favourite shops in our local town is called Berylune, a composite of a name and the word 'lune' (french for moon).



## *Quirky and Creative*

Remember, there are no rules with naming your business. Other than not copying someone else's business name, you really can get creative. Meaningful and memorable are two great guidelines to try and stick to. Your business name does not need to explain what it is you do, if you don't want it to, instead it can give out a feeling to the client.



# Brainstorming Worksheet

Use this page to write down words that come to you when you think about your business. Don't judge them, just write them down. I have included some prompts.

Write some words of things you SEE on your vision board, include colours, adjectives etc

Write at least five words that you FEEL when looking at your board.

Brainstorm other words without too much consideration

Write some words that are meaningful to you.

Remember, you don't need to complete this exercise in an hour or even a day. Play with some ideas, write them down, keep coming back to them. Keep referring back to your vision board. If you called your board the name you are considering does it seem to fit?

The pressure of choosing a 'perfect' name can feel daunting but don't feel like it has to immediately be perfect. Your brand will also add to the name too and build meaning and association around it. A name is important but it's not the be all and end all. Don't let it become a sticking point that stops you moving forward with everything else. Remember - "A rose by any other name would smell as sweet".