

How to Name Your Business Name, Tagline, URL

- URL – website address – CAN BE DIFFERENT THAN COMPANY NAME!
- Company Name
- Tagline

Company Name + Tagline:

- o Education + Inspiration
 - Tagline – education or inspiration
 - Company – education or inspiration
- o Not Cute or Metaphorical
- o EXAMPLES:
 - Revenue Breakthrough – Education
 - Passionate Ideas. Powerful Planning. – Inspiration
 - Ignite – Inspiration
 - Live Your Brand. Unleash Your Wealth. – Education

Tagline:

- o Make this simple
 - o Inspiration (if your company name is education)
 - o Education (if your company name is inspiration)

Remember - it is totally changeable

Start with who you serve and the benefit you provide, remember – **CLARITY OVER CUTENESS** here (especially if your name doesn't clearly talk about what you do)