

## Eight ways to help you get creative and name your business



What	How	Get creative
Get inspiration from mythology and literature	Look at some of the Greek and Roman legends or famous literature and stories. A character, place or object could be a good start for a name.	
Mix things up	Try various word combinations, such as your name and where you live.	
Use Latin	Latin is a great source for business names. You could use a Latin word as a start for your new name and add another word to it.	
Acronyms	Try using the first letter of every word in a phrase or parts of words or names.	
Mash-ups	Mix two or more words that are meaningful for you and your business.	
Use nicknames	Use names or nicknames of you or someone close to you.	
Abbreviate	Take a word that has a strong meaning for you or your business and extract a short art of it.	
Tell your story	Does your new business have a great story behind it? Why not tell it with your business name? For example, starfish marketing is a direct result of the starfish story.	