



starfish marketing

## Eight ways to 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. |              |