# Start with your project to choose a name

Your activity, customers, languages and ambitions provide the first criteria for choosing a name. Explore the name and its domain name together to build a digital identity that reflects your project.




## Anticipate

### Feeling lost

The roles of a trading name, trade mark and domain name seem unclear.

### Unable to decide

Several names appeal. Preferences change without clear criteria.

### The domain changes the decision

The name is chosen, but acceptable addresses are already registered.

## Check

01 **Describe your project**

Offer, customers, markets and useful languages.

Include developments already planned.

02 **Specify the name's role**

Company, activity, premises or product.

Connect public uses to the website and email.

03 **Keep several options**

Different approaches, compared against the same criteria.

Examine possible domains for each candidate.

04 **Prepare the next decision**

Dated observations and open questions.

Set a review point before confirming the choice.

YOUR FIRST ACTION

### Set your reference points first.

> *My offer: … My customers: … Useful markets and languages: … What the name must enable: … I use these points to keep several candidates and possible addresses.*

Complete the naming brief and keep a record of your research.