



MARKENBUILDER

BUSINESS NAMING

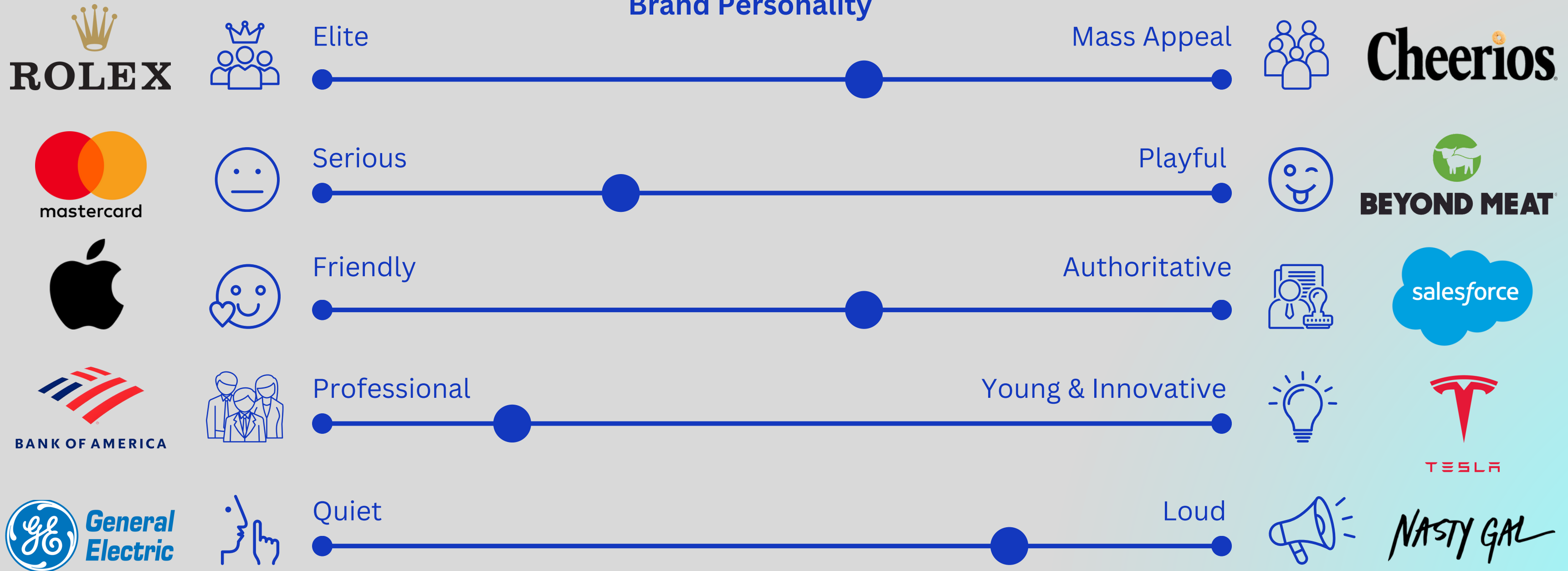
QUESTIONNAIRE



Business Name Values

When choosing business names, we generally categorize our approach based on the distinct personalities the name should convey.

Brand Personality



MARKENBUILDER NAMING PROCESS



01 Discovery

We begin by comprehending what distinguishes the business, exploring its unique services, target demographic, and value proposition, along with the foundational values that the name should convey.



02 Market Analysis

In this phase, we conduct comprehensive research into market trends, competitor branding, and take a look at how competitors realized it and in which way this can help us.



03 Brainstorming

Here we generally fuse together what we have gathered from the steps before and come up with a broader selection of name fragments and components.



04 Finalize Names

Narrowing the names down to 8-12 names that we finalize as perfectly suiting the niche and your business case. They will be delivered with a pre-checking of their trademark validity.



05 Presentation

The client receives the proposed names, and their insightful feedback is used to refine and improve potential future iterations, leveraging the initial round's successes.



CONTENT

1. Business Case
2. Value Proposition
3. Target Group
4. Brand Values
5. Competitors
6. Deadlines
7. General Name Preference
8. Competitor Name Preferences
9. Priorities
10. Initial Ideas
11. Exclusivity & Priorities
12. No-go's
13. Languages
14. Trademark Requirements
15. Domain Requirements
16. Domain Price Requirements
17. Slogans / Taglines
18. Additional Demand
19. Additional Information

What is your business about?



What makes your approach truly special? Why you?



Who is your target group?



**What are the brand values that
your business aims to embody?**



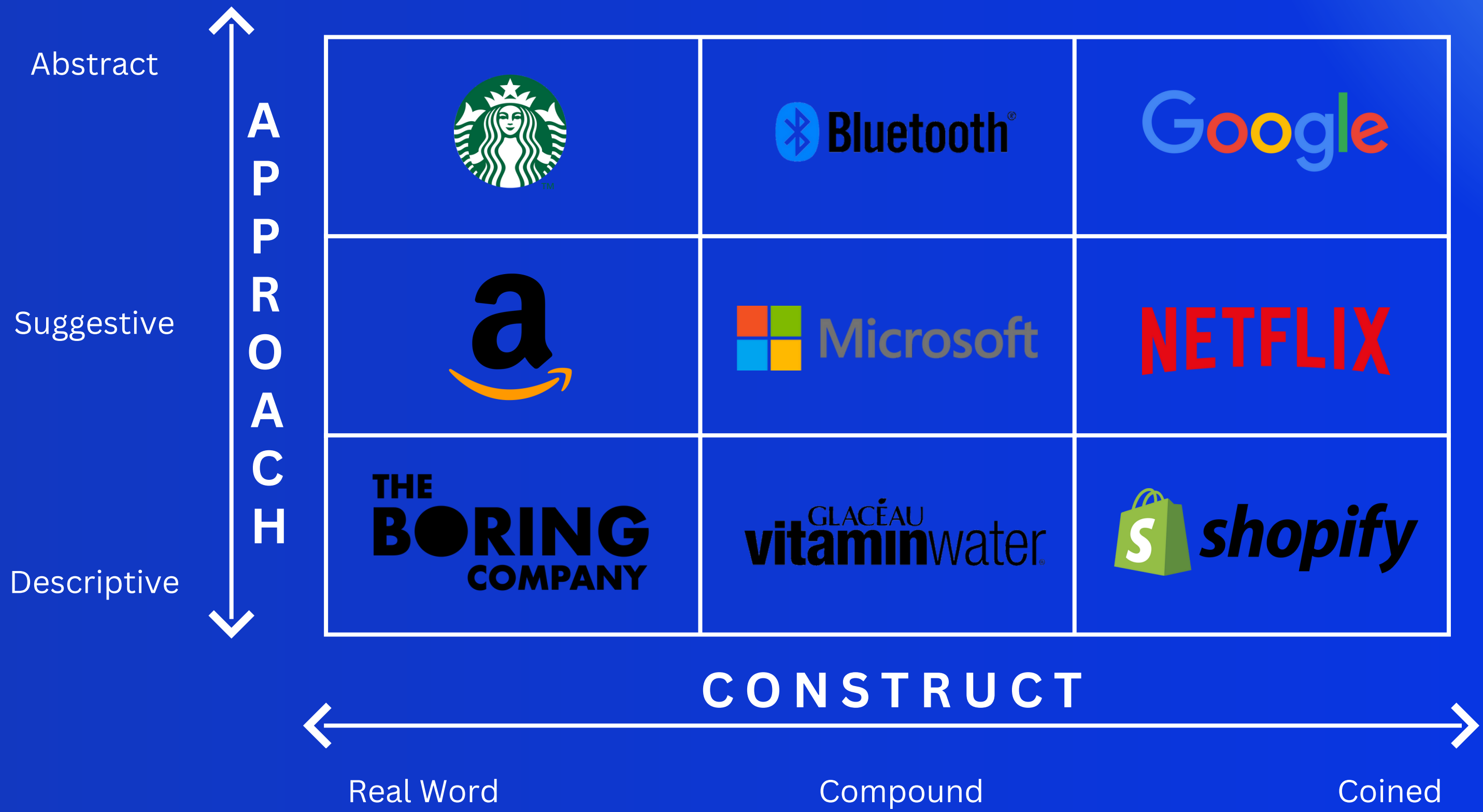
**Who are your competitors and
where do you fit in there?**



**Are there any tight deadlines
associated with the project?**



Types of Names



From the former slide, which type of names do you generally prefer?



**What business names do you like
(e.g. from competitors or in
general), and why?**



What are the general priorities when it comes to the name?

- Should be unique and stand out
- Should fit the industry and competitor landscape
- Other: _____



Did you already come up with names by yourself, or is this part of a rebranding?

No, didn't come up with names so far

Yes, but it did not work out because:



When it comes to the name in general, please select the main focus:

- It's mainly about the perfect name. Everything else is secondary.
- We decline if any of the relevant domains is already used by a business in the same / different niche
- The name must at all cost be legally usable.
- The name should not lead to any other offers even if they seem insignificant or have nothing to do with the industry
- The domain must at all cost be available or at least purchasable



**Are there any no-gos? Components
you definitely don't want to see
being part of the name:**



Which languages do you consider being part of your name?

- Does not matter
- English
- German
- Latin, Greek (old languages)
- Other: _____



For which area and trademark office should your name later be registered?

- Country: _____
- Multiple Countries: _____
- Specific Areas (WIPO or EUIPO): _____



Which domains do you require and are you open to descriptive domains (e.g. joinNAME.com)?

.com Domain

.net Domain

.de Domain

Other: _____

Open to descriptive domains?



What are the premium domain costs you are willing to accept?

- <= 3.000€
- <= 10.000€
- <= 50.000€
- <=100.000€
- Other (values lower than that may significantly increase the project's scope and price):



**Do you require slogans/taglines? If so,
what should they communicate?**

No

Yes:



Which type of services do you need from us connected to the name?

- Name only
- Name + Slogans/Taglines
- Brand Identity (Logo Design, Brand Colors, etc.)
- Brand Design (Custom Elements & Icons)
- Brand Strategy (Brand Story, Message, Voice, etc.)
- Other: _____



Anything else you want to add?



Thank you

The first step of finding the perfect business name has been completed.
We take over from here. 😊



www.markenbuilder.com

contact@markenbuilder.com

