

The Naming Scorecard

Own the name,
win the game

Namarama is the proud name of our international name creation company with a proven track record in category-owning brand names. Get your free tips on naming at www.namarama.com or contact us at info@namarama.com



Naming is our business

The Naming Scorecard

Is your company's name primed for success?

Company name: _____

1. Do you own the .com?

Does your company own the .com domain name and is it 100% identical to your company's name?

Not sure	No	Yes
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Have you registered your name?

Is your company's name a registered trademark?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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3. Is it easy to pronounce?

If you need to spell out your company's name on the phone or during a meeting, then that's obviously a NO!

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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4. Is its length ok?

Is your company's name 4 syllables or less?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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5. Does it reflect your service or product?

Can someone unfamiliar with your company anticipate your line of business?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Total score:

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Score Count:

4 x YES or more?

You're ready to rock!

3 x YES or less?

Your name is flagging up an amber warning.

It could be snappier and more fighting fit. We can help.

0 x YES?

You're in need for some serious help.

Need help?

WhatsApp your company's or product's name to the Namarama 24/7 Helpline: +31(6) 551 04 447 for a free naming consultation.