TF EMPIRES

Business Name Brainstorm & Availability Checklist

Choose a name that is clear, available, and built to last.

Brainstorming

• Generate multiple potential names

Clarity & Brand Fit Check

• Easy to say and spell
• Reflects what the business stands for
• Sounds professional and credible
• Can scale with growth
• Aligns with brand vision

Availability Checks

• State business name availability
• Matching domain availability
• Social media handle availability
• Trademark conflict review
• No confusingly similar competitors

A strong name reduces friction and builds trust.