

## Chapter 3

# Structure Your Business

### 1. CHOOSE A NAME FOR THE BUSINESS

Choosing the right name for a business is very important. The name you choose will have a lasting effect (for better or for worse). I've listed a few tips that will, I hope, assist you.

- Avoid using words that might offend others.
- Try not to use words that are long and difficult to spell. Long names can become a problem when answering the phone. Words that are difficult to spell can pose a problem when someone's looking for you in a directory.
- If your business name doesn't indicate exactly what you do, use a subtitle to be more descriptive. Example: "Unique Occasions/*The Gourmet Gift Service.*"
- If you can't think of a name that's different or catchy, the simplest and best name might be one that includes your name. Examples: "Sweets by Cynthia" or "Muffins by Melody."

### 2. REGISTER YOUR NAME

When you've chosen a business name, it should be registered with the proper local and state officials. If you're not sure which office handles registrations, the local business license office can direct you to the proper place.