



Name Evaluation Worksheet

Take your **top five names** and score each of them. We recommend using a score of 1 (yes) or 0 (no). You can add questions specific to your situation in the blank spots. It can be helpful to ask someone else you trust to score the more subjective questions.

Names					
Do you have a positive first impression?					
Is it memorable?					
Is it easy to say, spell, and pronounce?					
Are associations with the name good ones?					
Is it relevant to your business and audience?					
Does it sound legitimate and credible?					
Is the domain name available to register?					
Total Score:					