

Assignment 4- How to Pick The Perfect Name For Your Interior Decorating Business Exercise

Discover your own personality to help you choose a name for your decorating business.

What's your brand experience about?

What is your core business value?

How do you deliver your service?

What feeling should your name convey?

Is this business location specific?

Please don't think that hard, It should just come to you..

Write down words that would describe your design niche.

Write down slang words and phrases that you use.

Write down nouns that would be associated with your business.

Write down adjectives about the appearance of the interiors you design.

Write down feelings your clients will feel AFTER they hire you.

Write down any words you like but may not relate to your business.

Go back and circle the words you like the best, and start to mix and match what you have jotted down. Write down your top 3.

Revisit your choices in a few days and then see if you still feel the same way about it.