

NAMING YOUR VA BUSINESS

checklist

BRAINSTORMING:

- ☐ I have listed 5-10 name ideas based on my services, values, and ideal client.
- ☐ I have considered whether I want my name to be personal, descriptive, brandable, or corporate.
- ☐ I have eliminated names that are hard to pronounce, spell, or remember.

CHECK AVAILABILITY:

- ☐ I searched Companies House to see if a limited company is using the same name.
- ☐ I did a basic search on the UK Intellectual Property Office to see if anyone has trademarked my name.
- ☐ I checked availability on social media (Instagram, LinkedIn, Facebook, Twitter).
- ☐ I checked domain availability (e.g. .co.uk, .com) using a site like 123-reg, whois or GoDaddy.
- ☐ I searched the name on Google to check for other similar businesses.

Get Feedback

- ☐ I said each name out loud and wrote it down as a domain (e.g. www.myname.co.uk).
- ☐ I asked at least 3 other people in business (or my VA network) for their honest opinion.
- ☐ I checked for unintended meanings (e.g. rude word combinations in URLs or initials).

Future Proofing

- ☐ I considered whether this name would work if I grow a team or niche down.
- ☐ I thought about how the name might look in branding, logos, or email addresses.
- ☐ I understand that registering as a sole trader or limited company does NOT protect my name legally.
- ☐ I have considered registering a UK trademark to protect my business name.

I have picked a name that is:

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Available | <input type="checkbox"/> Brand-appropriate |
| <input type="checkbox"/> Memorable | <input type="checkbox"/> Legally clear |
| <input type="checkbox"/> Professional | |

Congratulations!

You've taken the smart, strategic route to naming your VA business – and avoided some of the costly traps others fall into. Now go claim those domains and social handles!