



MY MODERN MAVEN

“A Maven-approved checklist for choosing a business name that works for you.”

NAME READINESS CHECKLIST

What’s in a name? In business – A LOT!

Choosing a business name is one of the first things that makes your business feel real. But a name isn’t just branding — it’s infrastructure.

- ◆ *A strong name supports registration, banking, payments, and growth.*
- ◆ *A rushed name can create friction you don't see until it's already slowing you down.*

Use this checklist before you announce, register, or accept payment.

Legal Readiness

- I've searched my state's business registry for exact and similar names
- The name is distinguishable under my state's rules
- I understand whether a DBA is required
- The name is not misleading about what the business does
- I'm confident it won't be confused with existing businesses

Maven note: approval standards vary by state — "almost unique" often isn't enough.

Financial & Banking Readiness

- A bank would accept this name without explanation
- It looks professional on checks and invoices
- It matches cleanly across EIN, bank account, and bookkeeping software
- It avoids symbols or stylized punctuation
- I could deposit a client check today

Digital Readiness

- A reasonable domain option is available
- Email addresses will be clear and professional
- The name is easy to spell and say
- It won't be confused with competitors online

Brand & Growth Readiness

- I don't have to explain the name before my services
- It feels appropriate now and as the business grows
- It isn't too narrow for future offerings
- I feel confident introducing my business using this name

Final Check

- I can register it
- I can bank with it
- I can get paid with it

- ◆ *If you answered yes to all — your name is ready to support your business.*
- ◆ *If not — that's exactly what this checklist is for.*

Is your chosen name causing friction?

- ◆ *Banking delays, name mismatches, or second-guessing don't mean you failed — they mean the systems need alignment.*

Maven support helps you:

- ◆ Evaluate whether your current name is working structurally
- ◆ Decide between rename, DBA, or cleanup
- ◆ Align records so your business can move forward calmly

My Modern Maven

Need help aligning your name, DBA, or records? Calm, practical support is available.