

Naming Your Practice

This worksheet is designed to help you develop ideas for your practice name. Here are a few principles from *Private Practice Made Simple*:

- Partners may or may not want to work under your name.
- Avoid naming it after a specific location (in case you move or have more branches).
- The name should be easy to spell.
- Make it memorable (not bland) but simple and short.
- Don't name it after just one difficulty, or that's all you will get.
- Is the website name intuitive?

Take some time to brainstorm as many possible names as you can. Do not try to decide between them.

Use additional paper if you wish.

Once you have a long list, set it aside for several days, then come back to it. Additional possibilities may occur to you, or several of your options may combine into an elegant solution. Consider rating your choices on a 0-10 scale. Pick the top five and show them to friends, colleagues, and perhaps to prospective clients.