BUSINESS ADVISORY LAUNCH PROGRAMME · CHOOSE A CREDIBLE NAME AND POSITIONING

Name and availability checklist

Decide personal versus firm brand, then sweep the name for conflicts.

01 Personal or firm brand

- [ ] Personal brand builds trust fast for a solo adviser.
- [ ] Firm brand scales, and hides the fact you are solo.

02 The availability sweep

- [ ] Free on Companies House.
- [ ] Domain available.
- [ ] Key social handles available.
- [ ] Clear on a trademark search.
- [ ] Does not imply a regulated status you do not hold.

PREFER THIS DONE FOR YOU?

Ready to give the name a proper identity?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us