

How to Name Your Fitness Business

Of all the business decisions you'll make, choosing a name for your business is one of the most important. A good business name catches the attention of potential customers, conveys your brand message, and resonates with your target clientele. A powerful name sets the foundation for a successful business.

Have you already thought of some potential business names? Write them down below.

Potential Business Name 1: _____

Potential Business Name 2: _____

Potential Business Name 3: _____

Now comes the tough part—choosing which name best fits your business. Read through this checklist to make the most of your next brainstorming session.

Step 1: Remember your "why" (and your business plan)

When brainstorming potential names, start by reviewing your [business plan](#). Review your mission statement and competitive advantage (i.e. what sets you apart).

Your why: Does the potential name convey the value of your services? Does it positively represent your business? Is it meaningful to you?

Step 2: Think about your business goals

While your business grows, your name will likely stay the same; this is especially important to consider when evaluating potential options.

Business growth: Do you plan to grow your service offerings or expand into multiple locations? If so, avoid focusing on a single service or location in your name.

Future plans: Are you hoping to franchise or eventually sell your business? You'll want to take that into consideration, too. For example, you might not want to name your business after yourself if you hope to sell it later on.

Step 3: Keep your target customer in mind

As with any business decision, you'll need to consider your target customer—the name of your business is no exception.

Clients: Does your potential name reflect the personality and fitness level of your ideal client? For example, you might want to avoid strong words like "bootcamp" or "burn" if your classes are designed for individuals new to fitness.

Is the name easy to spell and pronounce? Customers are unlikely to talk about your business if they have a hard time saying your name. Avoid this pitfall by asking friends and family to spell, pronounce, and define each option.

Community: Does the name promote inclusivity and community? You'll want clients to be excited to associate with your business and community (and, one day, be proud to wear your branded merchandise).

Step 4: Do your research

Next up, you'll want to confirm the name will be unique to your business. Start by conducting a thorough internet search.

Originality: Is the name unique in your neighborhood, city, and the fitness industry in general? What about in other industries?

Domain: Is the .com domain available? Try searching www.yourbusinessname.com to check. Ideally, your business name and site domain are the same so they're easy to remember and find online.

Similar businesses: Are there existing businesses with the same or similar names? If so, will it be confusing for customers? Use [Google Ads Keyword Planner](#) to make sure there isn't a business that might draw attention away from your website in search results.

Business structure: Will you structure your business as an LLC or corporation? Double-check your Secretary of State's records to ensure your business name isn't already registered in your state. If you plan to expand to other states or jurisdictions, you should check those, too. Need help with specifics? Get in touch with your lawyer.

Trademarks: Are there existing trademarks on the name? Look them up on [USPTO.gov](#). Keep in mind that your name can't be too similar to a business name that's already registered.



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