

The Salon

BUSINESS

POWERED BY

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Naming Your Salon, Barbershop, or Spa

How to create a unique name that represents your
brand and stands the test of time

Introduction

This workbook is designed to help you find the perfect name for your salon, barbershop, or spa business. We want to create a name that will last the test of time while representing your unique brand.



STEP 1

The Brainstorm

All ideas are good ideas in the brainstorm process. Unlock your creativity and save any judgment for later.



STEP 2

The Deduction

Filter out name options so that you land on the best possible name for your business and brand.

Your name is at the heart of your brand

Your name says a lot about you and your brand. In fact, it's likely to be the first thing people are exposed to when they hear about your business for the first time.

Learn how to build a unique, memorable brand that attracts clients to your business

This workbook is part of the course material for "The Art of Building a Premium Salon or Spa Brand".

In this course, you will learn how to build a brand that attracts clients and allows you to charge the prices you deserve. Your name is just the beginning.

Apply to join our community for access to the full course:

TheSalonBusiness.com/education. Joining our community is free and it always will be.



John Hallberg

Founder of TheSalonBusiness.com



The Brainstorm

Before you judge if a name is good or not, we need to generate a list of at least 20 potential business names.

It's important that you conduct your brainstorm without judgment, first. By judging prematurely, you'll limit your creativity and ultimately diminish the potential quality of the name you decide to go with. In this step, just write down all the ideas that come to mind when you think of your business.

The following three pages will guide you through the brainstorm process.

THE BRAINSTORM

Empty your head

First, simply write down words that come to mind right off the top. You might already have some name ideas that you've been thinking about – write them down and keep going.

And remember, there are no bad ideas in brainstorming. Just let your creativity flow.

THE BRAINSTORM

What makes you unique?

Write down things that are unique about you and your business. In the associated course, **The Art of Building a Premium Salon or Spa Brand**, you will have uncovered your unique story, purpose, and values. Use this as inspiration to spark ideas for names that are unique to you.

Where you
learned
your craft?

Techniques
& methods
you use?

Your
location?

THE BRAINSTORM

Review the list of name ideas

At the end of this workbook, you'll find our list of salon name ideas to kickstart your creativity. Just go through the list and write down names that you like. You may also find that some entries on the list spark ideas for something completely different than what you initially had in mind.



The Deduction

You should now have found at least 20 name ideas. Your future business name is likely hiding somewhere in there, but how do you judge if a name is good or not?

This is what we are going to cover next.

On the next page, you'll find 7 important questions that you need to ask yourself as you go through each name on your list.

You can use the short-list template on the final pages of this workbook and add your final name options.

THE DEDUCTION

Important questions to ask yourself

1 Will people immediately understand what you do?

Many times you only have a split second to capture a potential new client's attention. It's therefore important that people understand what you do when they hear or see your name.

If this is not obvious from the name itself, consider adding a tag line or append a clarifier to the name (e.g. Ubuntu Hair Salon) so that this comes across to potential clients.

2 Is it easy to pronounce and spell?

Word-of-mouth remains one of the most powerful marketing methods for salons and spas. You should therefore consider how easy it is to say your name correctly.

And when people have heard about you, can they easily spell your name when they want to look you up on Google or social media?

3 Does it fit the character of your brand?

If you've completed **The Art of Building a Premium Salon or Spa Brand**, you should have a well defined brand strategy that also includes your brand's character — i.e. the personality of your business and brand.

Your name is an important way in which your character is communicated, so you want to make sure these elements fit together well.

4 Is your name unique to you?

You should make sure your name is not too similar to another business in your area. Ideally, your name will reinforce the unique aspects of your brand by incorporating your purpose or story in some way.

This is not a must, but it can definitely strengthen your brand if there is a connection.

THE DEDUCTION

Bonus Questions

I recommend you use the previous 4 questions to filter down your list. The following are bonus questions that can help you further refine your options.

5 What does your name look like?

Your name should not only sound good but it should also look good in a logotype. Thus, a good way to further filter your name selection is to do a logo mockup. Seeing your name in print will help you determine if it's a good fit.

6 Can you find a good available domain name?

Most domain names (e.g. examplesalon.com) are already taken today. However, your domain name is a very important branding element, so consider a brand name that has an memorable and available domain.

7 What does your target client think about the name?

Have your target client in mind when selecting your name. Will it resonate with them? If you only have a few names left on your list, test them on your current clients who match your target clientele and see how they respond.

Final words: Trust your gut

These 7 questions will help you find a name that represents your business in the best possible way and stands test of time. But finding the perfect name is not just science. It's also an art.

Leave this to the side for now. Focus your efforts on something else for the rest of the day and sleep on it. Come back with fresh eyes, look over your name list, and trust what your gut tells you without overthinking. In the end, that's how other people will judge the name — with their gut.

MY SALON OR SPA NAME

Short List (1/2)

NAME IDEA	UNDERSTAND	PRONOUNCE	CHARACTER	UNIQUE
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MY SALON OR SPA NAME

Short List (2/2)

NAME IDEA	UNDERSTAND	PRONOUNCE	CHARACTER	UNIQUE
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Access our education programs

Submit your application at the link below. Answering the short questionnaire will help us provide you with our most relevant and beneficial business education resources.

All the education we provide is free.

TheSalonBusiness.com/education

Try the best salon & spa software of 2024 for free

Mangomint is the highest-rated software for salons and spas. It's also the booking and management tool we recommend you use in your business. However, you can always benefit from the education we provide independently of what software you use.

Try Mangomint for free at the link below and mention that you are part of The Salon Business community to get an extra 30 days for free when you sign up.

[Try Mangomint now](#)

I hope this guide was helpful in refining your brand and developing a name that represents your business well. Thanks for being a part of The Salon Business community.

Yours sincerely,

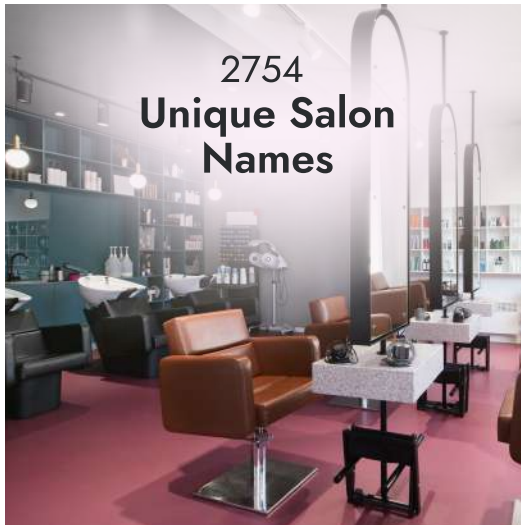
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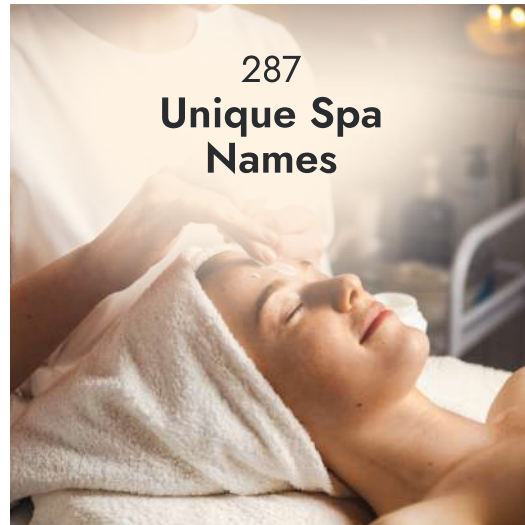


Check out these additional educational resources from The Salon Business & Mangomint

These creative resources will help you craft the perfect brand and take your marketing to the next level.



[2754 Truly Unique Salon Names](#)



[287 Truly Unique Spa Name Ideas](#)



[The 7 Pillars of Beauty Salon Management](#)



[How to Write a Salon Mission Statement \(With Examples\)](#)