

PLAYBOOK



*Create Your Ideal
Consulting Company Name
In Under 10 Minutes*

WITH NICK JERVIS

Consulting Company Naming PlayBook

1. What My Consulting Business Will Do For My Clients

Take yourself off to your favourite coffee shop, park bench or sea view and allow yourself some thinking time to complete this consulting company naming process.

Now just write down everything that YOU COULD do for your clients - it doesn't mean that you will do them all, but get them all down below now.

Don't stop and think – just write!

My consulting business wil.....

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2. My Top 10 Consulting Services

Now you have a list of hopefully 10 to 50 things that you are going to do, pick your top 10!

Pick the ones that resonate most with you and that you believe will move the needle the most for your clients.

These will be your game changers and really sell themselves because they are so beneficial to your clients.

Put your top 10 on the sheet, then when you have them, we can move onto Part 3!

My top 10 services will be

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3. Features To Benefits Conversion

Now put your top 10 services in the left column, then, using the conversion phrase in the middle, draw out the benefits to your clients in column 3!

My Top 10 Services	Conversion Phrase	Benefits To My Clients
Eg I will grow my clients businesses fast!	<i>which means that</i>	They will grow their turnover and profits and take more time off.
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4. Namestorm

It is now time to choose your business name.

Right down any variations of your top 3 benefits from the step 3 above.

Now, as you will see, I went with my own name, and used this process just to choose my strapline.

You might do precisely the same, and that is absolutely fine.

If, like me, your business is very much about you and the relationship you will have with your clients, your name is the obvious choice, and usually easier to come up with the domain name for!

However, if you plan to build a consulting business which employs lots of consultants, you might choose either just to use your surname, followed by the word "Consulting" or "Consultancy", then use this process for the strapline.

Ultimately you have to be very comfortable and proud of your business name, and I hope this process has helped you to achieve this.

If it has, please let me know, I would really appreciate it.