



HOW TO FIND AN AWESOME *HAIR STORE NAME*

THE COMPLETE GUIDE TO FIND THE BEST
NAME FOR YOUR HAIR EXTENSIONS
STORE

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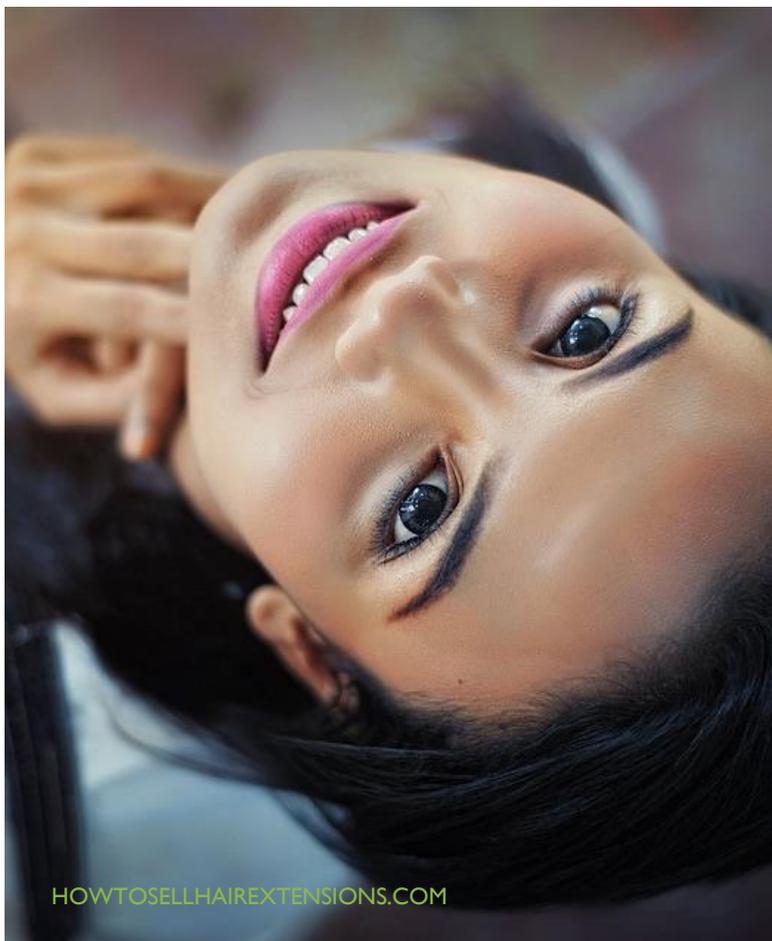
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INTRODUCTION

ALL YOU NEED TO KNOW AND TO DO TO FIND AND REGISTER YOUR BRANDNAME

INTRODUCTION ON HOW TO CREATE A HAIR BRAND NAME



- If you want to make instant fans of your **hair brand**, you need a love-at-first-sight hair brand name. Whether you have an appetite for creative name suggestions or clever company taglines, this guide will help you to create the best brand name for your hair extensions store. But also, **Company names, product names, service names...** you name it, **you will find it!**
- Do not use an online name generator who churn out ridiculously contrived brand names that only linguists can decipher. This eBook, based upon experience with thousands of hair store and brand names, guides you to the method to find likeable **hair extensions brand names** and company names that can be pronounced, spelled and understood by anyone. And **easy to memorize** for your visitors and clients.
- In this Guide, you'll find "**The Smile & Scratch Test**" for outstanding business names, originally published by Alexandra Watkins, a company name guru.

GO FROM FUN TIME CREATING A NAME TO THE LEGAL STUFF

1

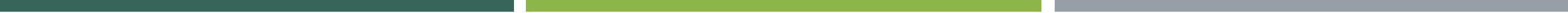
Every letter of **The Smile & Scratch Test** stands for a recommendation (Smile), or discouragement (Scratch) when composing your hair brand name. In chapter 2 you will read how to use this test to create a brand name to remember.

2

You do not have to become a brain surgeon, but it helps to **understand the basics of how the brain** of your client works. Make visitors feel connected to your brand and ready to buy your hair. Understand the brains in Chapter 3 so you can create a connection between your clients and your hair brand.

3

There is some **legal work** on it as well. The exact legal framework **depends on your home country** and the regulation that is applicable at the moment you want to register your brand name. Please always check your local Chamber of Commerce, more in chapter 4.



2. SUPER FLAVISH, AMUSING AND GORGEOUS HAIR BRAND NAMES

FREE UP YOUR CREATIVE PART

LET'S START

- If you make your list of possible Hair Extensions brand names, position yourself in the client looking for the hair extensions. Will you look for the name of a person (in this case your own) or will you look for a type of hair, product or feeling?
- Every company needs to have a goal and mission, so before you start your own business you must think about where your company stands for and how you want to achieve this. Are you a very innovative reseller, make sure your clients who are sensitive for the latest evolution on the hair market feel at home with your brand. Do you want to put your passion and love for people to service women who suffer from hair loss, you must share this through your name.



“AN IDEA IS NOTHING MORE NOR LESS THAN A NEW COMBINATION OF OLD ELEMENTS”

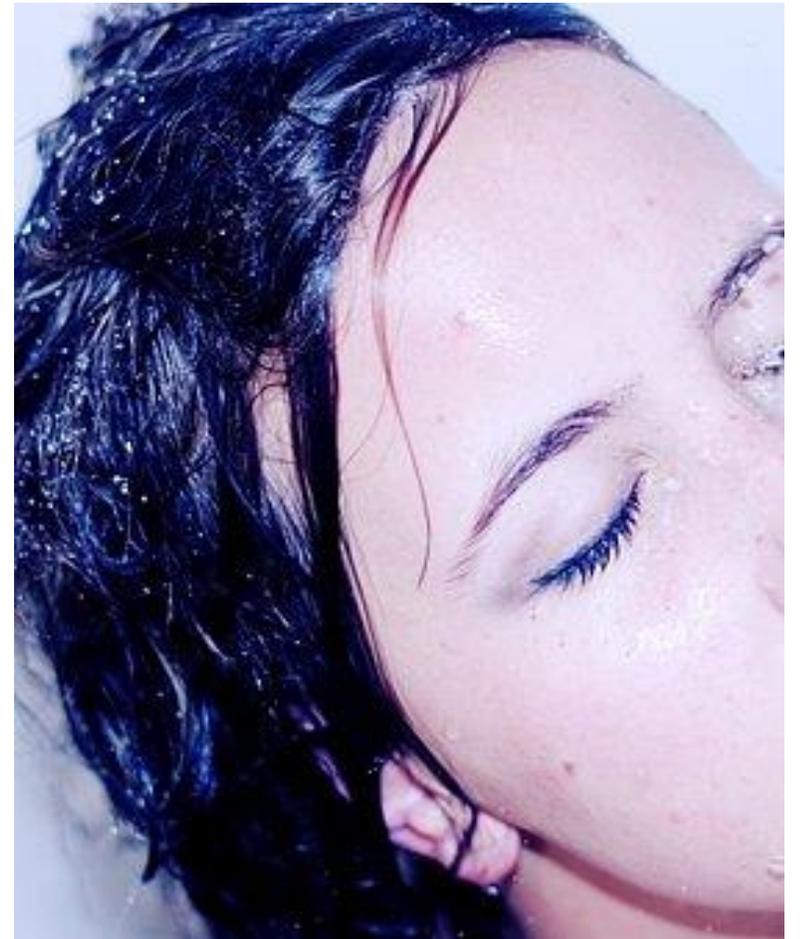


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- Get yourself a nice drink, light some candles and play your favorite music, because now you are starting a creative process.
- Write down all ideas that pop up in your head:
 - Your own name
 - Synonyms
 - Popular phrases
 - Play word games
 - Words in foreign languages, like in French

YOU GET THE BEST IDEAS FOR NAMES UNDER THE SHOWER

- Read the list well to select the best 10 or 15 names
- Store the list, and perform other activities
- Wait at least 24 hours and let your unconscious do its work
- Eureka moment! The best names will pop up out of the blue sky, under the shower, at the mall or when preparing breakfast



What Experts Say

Do not choose a company name because it's cheap as domain name.

Do not be afraid for what it might make you think of

Establish your own identity! Think of the brand Virgin *(records and flights)

It's not for free to change a brand name

The lengths of the name does not matter, as long as people can remember

If you can not get the exact name as domain name, add a word or phrase

NOW YOU HAVE A LIST OF PROBABLY 5 POSSIBLE HAIR EXTENSIONS SHOP NAMES. READ THE TIPS FROM EXPERTS TO SELECT THE WINNER

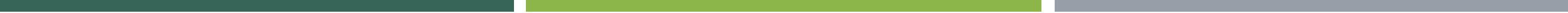
SMILE & SCRATCH TEST

SMILE if your name has these 5 winning qualities:

- **Suggestive** – evokes a positive brand experience
- **Meaningful** – your customers “get it”
- **Imagery** – visually evocative to aid in memory
- **Legs** – lends itself to a theme for extended mileage
- **Emotional** – *resonates with your audience*

SCRATCH it if it has any of these 7 deal breakers:

- **Spelling-challenged** – looks like a typo
- **Copycat** – similar to competitor’s names
- **Restrictive** – limits future growth
- **Annoying** – hidden meaning, forced
- **Tame** – flat, descriptive, uninspired
- **Curse of Knowledge** – only insiders get it
- **Hard-to-pronounce** – not obvious, unapproachable



3. USE YOUR BRAINS

LET YOUR CLIENTS BRAIN WORK FOR YOU

Your brain consists of two sides. The left side of the brain is responsible for controlling the right side of the body. It also performs tasks that have to do with logic, such as in science and mathematics. On the other hand, the right hemisphere coordinates the left side of the body, and performs tasks that have to do with creativity and the arts, or our emotions.

Science learns us that the best way to remember things is through emotions. The Golden Rule told us to use emotion in composing a name. Make sure the name appeals to this emotional part. The marketing practice of creating a name, symbol or design that identifies and differentiates a product, in your case hair or beauty brand, from other products.” Emotional branding, is creating an emotional connection to one company that separates it from the rest.

THE BEST WAY TO REMEMBER THINGS IS THROUGH EMOTIONS

CREATE A COMMUNITY AROUND YOUR HAIR BRAND

- Apple may be the perfect **example** of a company that utilizes **emotions** to create a connection with consumers and brand loyalty over time.
- Apple's branding strategy uses simplicity, a clean design and most importantly, a desire to become part of a lifestyle movement. This well-crafted desire appeals to **our most basic emotional need**: to be part of something bigger than ourselves. This is one of the reasons why religion and social movements exist, or why you might volunteer at a local public school.
- We are **social animals** and want to be part of a revolution of sorts — part of the newest cutting-edge technology, part of something important.
- Maslow's famous hierarchy of needs theorizes that **the highest-level human needs** have to do with creativity, respect by others and belonging to a group.
- For this it works so well to **create groups on social media**. Create a community around your hair brand.



USE YOUR SMILE

There is scientific evidence that states focusing on human faces and exhibiting images of real employees creates a sense of trustworthiness with the brand. Furthermore, smiling faces have proven to increase conversions.

Our brains are hardwired to physiologically react positively to another person's smile. You can try this safely at home. If you meet anybody, even a person you have not seen before, greet them with a smile. It's likely they can't help but smile back. If they don't, they're making a conscious effort not to.

When we smile, our brain releases a variety of feel-good hormones such as serotonin, endorphins, and dopamine. These make us feel good, are associated with lowered stress levels and make us feel connected to others. So, it makes perfect sense that emotional branding involves a simple smile.

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YOUR BRAND NAME SHOULD CREATE A CONNECTION

- Neuro-imagery scans show that when **consumers** evaluate brands, they **use their emotions**, based on **personal feeling and experiences**, rather than information about the brand, such as features and facts. This means that whether you're marketing a homepage, a landing page, or a product page, etc.; connecting emotionally to the visitor is the most important factor.
- Since consumers tend to choose brands based on emotions rather than logic, the more **emotional** intelligence a **brand** has, the **better** they will do with **conversions** and **sales**. A marketing message, including your brand name, should touch an emotional nerve with consumers. So much that consumers feel the engagement, get connected, and this strengthens brand awareness.
- How emotional is your story and brand name?



4. LEGAL

HOW TO REGISTER AND PROTECT YOUR NAME

YOUR VISION AND NAME SHOULD REFLECT YOUR CLIENTS NEEDS

The brand name should not only reflect your brand identity, but you also need to ensure it is properly registered and protected for the long term.

The brand name should reflect your mission and vision

When you draw up your business plan, you will include a paragraph about why you are in this business and what your goals are. To connect with your ideal clients, it will go further than making a profit selling hair. Think of what you want to give extra to customers in this market, what is your value added to all those hair stores already in the streets or online today?

YOUR NAME IS PART OF YOUR ROADMAP FOR SUCCESS

Tell the world, where your Hair Business stands for. Write down in two or three sentences what your core values are. Here you can talk about quality, customer oriented, attention for your community, product innovation, the environment and charity. This helps your target audience to connect with your hair brand and to build a loyal relation.

Decide on the position of your hair brand in a couple of years. Write down your goal, for example **market share**, number of clients, **earnings**, followers on social media. Define your **niche**, what special place of the market will be yours? Afro American Women who Code? Girls on the campus. your home state. Finally, **how long will it take.**

All this will not only be the roadmap for your hair store, it will also help you to find a name that is a link between your ambition, the mission and vision, and your ideal clients.

SOCIAL MEDIA

Claim Your Social Media Identity

It's a good idea to claim a Twitter name early in the naming process. A name for your Facebook page can be set up and changed, but you can only claim a vanity URL or custom URL once you've got 25 fans or "likes." This custom URL name must be unique, or un-claimed. Be warned, once set up, the URL can't be changed. Ask your friends to become fans of your page, even if it's only a shell at the start, so you can secure your custom URL sooner rather than later.

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REGISTER YOUR NEW BUSINESS NAME

- Registering a business name is a confusing area for new business owners. What does it mean and what are you required to do?
- Registering your business name involves a process known as registering a “Doing Business As (DBA)” name or trade name. This process shouldn’t be confused with incorporation and it doesn’t provide trademark protection. Registering your “Doing Business As” name is simply the process of letting your state government know that you are doing business as a name other than your personal name or the legal name of your partnership or corporation. If you are operating under your own name, then you can skip the process.
- Check site [US small business administration](https://www.usda.gov/)



APPLY FOR TRADEMARK PROTECTION



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- A trademark protects words, names, symbols, and logos that distinguish goods and services. Your name is one of your most valuable business assets, so it's worth protecting. You can file for a trademark for less than \$300.
- See post on how to [Protect Your Business Name from an Email Hack](#)

FOUND YOUR NAME? CLAIM YOUR DOMAIN!

[Free Domain Check Tool](#)



THANK YOU, HAVE A BEAUTIFUL DAY AND...

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